

SHOPTALKER

7 January 1980

for
Parker Pen
Employees

Issue 979

Extras falling in the category of fringe benefits now account for about 35 percent of company payroll costs, states a consumer information report published by the Bank of America, San Francisco. Defined as money, goods or services an employee receives in addition to salary, fringe benefits have become an important part of the pay package. That fact notwithstanding, the report points out that intangible benefits can be just as important to a worker as those which carry a cash value, citing as an example the fringe of working for a large, well-known company.

"Working for a prestigious firm is very important to some people. It makes a statement about their level of professional competence," said a BOA vice president. He stated that another intangible is pleasant work surroundings.

Commenting on the report, E. H. SEIBERT (Vice President/Corporate Personnel) said: "Parker is well aware of the importance of pleasant work surroundings, as evidenced by Arrow Park and renovation of the Court Street building, and there is little doubt as to our status in the world marketplace. It should be pointed out, however, that the percentage of tangible fringe benefits included in Parker payroll costs are in excess of the BOA figure."

New responsibilities have been taken on by RUTH HANTKE (NAA Export) who on January 2 became Secretary to WILLIAM FAUSAK (Director, Corporate Internal Audit); ERLINE COX (Travel), who has been promoted to Lead Personnel Clerk in Industrial Relations, reporting to HARRIETTE WECKERLY (Manager, Industrial Relations); MARY BUNDERSON (Applied Research), promoted to Technician in the Quality Assurance Lab where she reports to WAYNE FULLER (Supervisor, Quality Assurance); and NANCY GURNEE (Materials-Process Research), promoted to the new position of Benefits Administrator in Personnel and Industrial Relations, reporting to HERB HUEBNER (Personnel Manager).

Two new Laboratory Technicians at Parker are MARCIA POMPLUN who on December 26 joined Material-Process Research, and DORIS COPLIEN who joined Applied Research on January 2. Ms. Pomplun reports to ALTON SCHLEGEL (Director, Materials-Process Research), and Ms. Coplien to FRANK MEINHARDT (Director, Applied Research).

In a December 21 news report from Tehran, Chicago Tribune staffer James Yuenger said an American Christmas was in full swing in the Islamic Republic. Citing examples of Western influence, he wrote: "All over town, there are Parker and Paper-Mate pens and other relics of imperialism that, according to shop owners, make great Christmas gifts." Apparently Iran's current anti-American stance did not extend to the holiday observance, and pens made in the U.S. received their share of the Iranian consumer "dollar."

PEOPLE TALK

"Fun Nite" in the Parker Men's Bowling League will take the form of a Hi-Low tourney to be held jointly with the Black Bridge Bowl Tuesday Night 6:30 Ladies' League. Arrangements for the January 8 event are being made by committee members NORM BOHLMAN (Toolroom), DENNIS SCHUMACHER (Toolroom), and EARNIE ELLIS (Engineering Services).

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for
Parker Pen
Employees

14 January 1980

Issue 980

Early January marked the kickoff of a program to raise awareness of the need for quality in all Parker writing instrument enterprises around the world. Establishing 1980 as "Quality Year," BILL SWANSON (President) said that quality is of vital concern to everyone associated with Parker, and that it continues to play a major role in sustaining growth and securing jobs. To insure the success of the specially-declared year, he asked for the support of the individual employee, stating that at no time in the company's history has the requirement for product and service excellence been more important than today.

Simultaneously, WILLI SIEBERGER (Vice President/North American Area) announced the formation of two special project teams to identify problems and opportunities in the North American product/service areas, to formulate programs, and to implement them during the calendar year. Similar programs involving manufacturing, engineering, marketing and administration are being activated by Vice Presidents AXTELL, LUKE and WATSON for Latin America, the Far East, and Europe/Africa.

Progress of "Parker Quality Year 1980" will be monitored by BERT DYBLE (Director, Corporate Quality Assurance/Services) of the Writing Instrument Group.

Sales goals were exceeded, earnings surpassed the comparable nine-month period in FY79, and new highs are anticipated for FY80, according to Parker officials who last week released sales and earnings figures for the third-quarter of the current fiscal year. In a letter to stockholders, Board Chairman GEORGE PARKER and President BILL SWANSON indicated contributory factors were the effectiveness of Manpower's creative marketing programs and the increased velocity of its market penetration, and the increased strength of writing instrument sales worldwide despite economic slowdowns and trade level fears. Consolidated results were as follows:

	<u>Third Quarter</u>	<u>Nine Months</u>
Sales FY79	\$153,532,000	\$404,238,000
Sales FY80	182,745,000	498,025,000
Earnings FY79	\$ 10,448,000	\$ 22,668,000
Earnings FY80	14,587,000	31,779,000
Per Share FY79	\$.63	\$1.36
Per Share FY80	.87	1.89

Although slowed somewhat by frigid temperatures, progress is evident at Court Street where numbered stone panels are being lifted to pre-determined position, aligned and welded to the new steel super-structure. As time and weather permit, spaces between the panels will be sealed with caulking compound color-matched to the Travertine stone facing.

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Issue 980 - Continued

A few weeks ago, "Shoptalker" told of company efforts to educate the public on the use of gold in consumer products, reporting erroneously that Parker makes 24K gold writing instruments. To set the record straight, the statement should have read: Parker makes gold-plated, gold-filled and 14K gold writing instruments.

Apropos the subject, one ounce of pure gold would form a cube about the size of a sugar cube. It can be beaten into a sheet nearly 100 square feet in area and thin enough so that light passes through, or drawn into a wire 50 miles long.

In its pre-Christmas business news section, the Miami Herald offered a portfolio of investment recommendations geared to the season. While the medium used by Smith Barney, Harris Upham and Co. security analysts was playful, the stock suggestions were serious. Under "Presents Under the Tree," one of ten holiday headings, it said this: "It's the season of gift-giving and that means buying and that usually means good Christmas quarter sales. The stocks we would put under the tree include Mattel, Eastman Kodak, Parker Pen and Toro."

Illustrating the article was a row of stock-stuffed stockings, one of which was labeled Parker Pen, and a chart analyzing the investment firm's 22 selections for the week of 21 December.

Still on the subject of Christmas past, Harry Monroe, a Manpower Santa Claus in Iowa City's mall, claims that kids fall into these basic categories: (1) Those who are true believers (2) those who know the drill (3) youngsters who don't believe but aren't going to take any chances, and (4) the kids who don't want to talk with Santa, and are ashamed that their parents force them to participate. While he finds most children delightful, he advises parents that the experience can be terrifying for tots six to 18 months old, and that one child in about four or five becomes literally hysterical when he finds Santa is a great big guy with a grotesque outfit, dark house, and deep 'ho, ho, ho.'

Taking note of the fact that Parker dealers sell one Classic set for every two pens, North American Marketing has capitalized on the ratio by introducing matching pencils into the 180 line. Customers who like to mix-and-match their writing modes will find the 180 Imperial and Flighter available now as fountain pen, ball pen, Floating Ball pen, and pencil. Parker Account Managers have been emphasizing that "sets make sales" since recent Winter Sales Meetings.

At the annual national sales meeting of Johnson & Staley, Inc., held in September, attended by officers, managers and sales representatives of the company and 100 executives from leading manufacturers in the writing instrument and office supplies industry, "Salesmen of the Year" awards went to DONNA COTTRELL (Los Angeles) and J. HAROLD SMITH (San Francisco) of Parker's Western Division. Johnson & Staley, based in Nashville, is the largest U. S. distributor of Parker writing instruments.

PEOPLE TALK

Arrow Park employee PATRICIA MENGELT has taken disability retirement after nineteen years and seven months with Parker. Her retirement was effective November 30, 1979.

⊕ THE PARKER PEN COMPANY

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SHOPTALKER

21 January 1980

for
Parker Pen
Employees

Issue 981

"Parker's reputation for quality must be continuously earned -- with our dealers, consumers, and even among ourselves."

-- Willi Sieberger

Committing the North American Area to "Parker Quality Year 1980," WILLI SIEBERGER (North American Area Manager) has appointed two special project teams to study customer service and product quality. Members of the Arrow Park/Service Department team are MEL GOODELL, BILL HOFFMAN, CHARLES JOHNSON, BOB JONES and DICK WEISGERBER. On the Court Street/Helgesen Building team are JOYCE ARCHER, BOB FERNHOLZ, RUSS FRENCH, MATT GREEN, DAVE REINERT and JOHN ROBERTS.

In addition to identifying problems and opportunities, the teams will formulate programs to meet Quality Year objectives and devise means of putting the programs into action. Efforts of the teams will extend to manufacturing, engineering, marketing and administrative operations to achieve the goals set by North American management.

"Human relations is everyone's job," said BRUCE KERR (Director, Personnel and Industrial Relations) in introducing an all-day forum for supervisory personnel on Thursday, January 17. Practices and policies covered by forum sponsors included responsibilities of the supervisor, compensation programs, the company's commitment to affirmative action and equal employment opportunities, resource materials, and other subjects pertinent to the supervisory relationship. In addition to remarks by Mr. Kerr, presentations were made by HARRIETTE WECKERLY, MARION HILL, HERB HUEBNER and JOHN ROBERTS, all from Parker's Personnel and Industrial Relations department.

BILL SWANSON (President, WILLI SIEBERGER (North American Area Manager), and Mr. Fred Lesieur, Scanlon Consultant, also addressed the group. A second forum will be scheduled for those supervisors who did not attend the seminar held last week.

Three new employees reported for work on January 14. They are KAREN THOMPSON, who became a Bilingual Stenographer in the Latin American Area reporting to RICK VALLADARES (Marketing Coordinator, Latin Distributor Markets); ANN PREGONT, who joined the Product Development group as Product Improvement Engineer, reporting to DALE THOMPSON (Supervisor, Product Development); and DENISE BRACE, who joined Quality Control as a Lab Technician reporting to KEN ROACH (Foreman, Quality Control Lab). Ms. Brace replaces NANCY DAHL who has been promoted to a Technician II position in the Quality Assurance Lab. She reports to WAYNE FULLER (Supervisor, Quality Assurance).

A testimonial par excellence came in from Dorothy Charpiat of Gambrills, Maryland. She wrote: "In January of 1963 I received a Parker ballpoint pen for my birthday. I was very pleased, but never thought I'd be as pleased as I am now. I know this may sound unbelievable, but I have been using the ballpoint regularly for almost 17 years now and it has not run out of ink! I always knew Parker made good products, but I'll readily admit my pen is truly phenomenal."

SHOPTALKER

Issue 981 - Continued

To focus attention on the power of letter writing and to encourage more correspondence, the U. S. Postal Service will sponsor a National Letter Writing Week February 24 through March 1. WIMA members, including Parker, and other organizations and industries which relate to writing, plan to support the observance in various ways. And, in cooperation with the National Council of Teachers of English, the Postal Service will publish a textbook on letter writing which will be sold in schools across the nation.

During National Letter Writing Week, some 30,000 post offices will display colorful posters, and 1,538 Holiday Inn marquees will carry the message. Also, four new stamps will issue, and advertisers will add taglines to help publicize the special week.

Conventional fluorescent tubes at Arrow Park are being replaced with "Watt-Misers," a new fluorescent lamp manufactured by General Electric. "Group relamping," which means all fixtures in an area are changed at the same time, has been underway for some months, and will continue for another year or so. According to DAVE BROOKHISER (Maintenance Engineer), GE's energy-efficient product will save Parker approximately \$10,000 a year. He indicated that the performance of a new ballast is being checked out, and that its eventual use with the Watt-Miser tube could effect a similar saving of cost and energy.

Winners of North American Marketing's football-oriented sales incentive program were GEORGE CHOINIÈRE, RAY ARRIAGA and WARREN GROB of the Eastern Division, and RAY FORSYTHE of the Central Division. For exceeding forecast by the greatest percentage, the four attended the Super Bowl game in Pasadena on Sunday, January 20. Regional winners attended either the Orange, Sugar or Rose Bowl games.

When A.F.S. student Peter Craen of Genk, Belgium, presented Parker ball pens to Linda and Jim France upon his arrival last Fall at their home in Beloit Township, they were understandably surprised by his choice of gifts. Peter, noting their reaction, explained that he learned shortly after purchasing the pens that they were American in origin, but decided to stick with his selection nonetheless. The real irony in the situation became apparent to Peter when his host parents told him the gift pens had been manufactured just ten miles down the road at Parker's Arrow Park plant.

Among predictions made by several well-known designers is one which might reflect on the pen business of the future. According to John Loring, design director at Tiffany's, letter writing on yellow legal pads rather than monogrammed note paper will become respectable. "What could be more handsome than a yellow legal pad?" he maintains. "It's a great modern object that people just take for granted."

PEOPLE TALK

Overlooked inadvertently was the early retirement on January 1 of SHIRLEY MANSER (North American Area/Finance Transition Coordinator) after 20 years and two months with the company.. After 34 years and one month with Parker, JAMES H. RICH, JR. (Field Sales Manager/Eastern Region) will retire on February 1.

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28 January 1980

for
Parker Pen
Employees

Issue 982

Because of unusual economic conditions, the monthly retirement benefits of Parker Pen employees who retired before March 1, 1979 are being increased. In announcing the one-time adjustment, BILL SWANSON (President) indicated that the amount of increase received by the individual retiree will depend on the number of full years of retirement prior to March 1, 1980, multiplied by two percent. He said that, while the formula is designed to recognize those affected most, i.e., older retirees, there is a minimum benefit increase of \$10 per month for those who retired before the March 1, 1979 date.

Mr. Swanson said the increase in retirement benefits reflects Parker's appreciation and thanks for the efforts of retirees during their working years with the company.

Parker packaging has a new look for 1980. Described by BAYARD RENNINGER (Director, National Marketing) as "quiet, tasteful and coordinated," the Parker Family Look in packaging combines chocolate brown and beige, colors complementary to all metals and plastics in the company's current product lines. There are also new graphics and product identification labels to enhance the Parker quality image. Basic packaging units are the folding carton, hinged box and the card pack, all of which will be "rolled out" to dealers as inventories of the old are worked down.

Forty-three percent of the Travertine stone panels being used to skin the Court Street building were in place as of Wednesday, January 23, according to calculations of the contractor. Commenting on progress being made, Project Manager C. E. ZINSMASTER (Vice President/Corporate Facilities) said that, weather permitting, crews this week will begin installation of tinted glass, energy-conserving windows on the fourth floor. Except for small areas which will be poured as time goes on, all cement work called for in the project is done.

A visitor here last week was DAVID LEAMING (Parker Pen International AG), who has responsibility for the planning and development of marketing materials for the distributor markets in Europe, Africa and the Middle East. In addition to conferences and tours of Arrow Park and Panoramic, Mr. Leaming presented "The History of Writing," a series of four half-hour color films produced in England.

Running a tab on the number of visitors touring the plant during calendar year 1979, Arrow Park Receptionist CHAR MC WILLIAMS (Personnel and Industrial Relations) came up with a total of 3,813. A breakdown of the figure reveals that one-third were senior citizens, 203 were from foreign countries, and 71 groups came by bus. Only 12 states were not represented and, as usual, August was the peak month.

PEOPLE TALK

Employment anniversaries were observed in January by ADELA JAEGER (Research), who has been with Parker 25 years, and DORIS WENTLER (Toolroom Office) and BETTY MC CAULL (Service), both of whom have been with the company 35 years. There were no service anniversaries of 25 years or more during the month of December.

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4 February 1980

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Issue 983

A restructuring of the Research Division, including a name-change, has been announced by JEAN DELEPLANQUE (Vice President/Technical Operations, Writing Instrument Group), who said the new Technical Operations Division was formed to meet the challenge of the 1980's. Within the Division, a core of professional and technical personnel comprises the Technical Center administered by ALTON SCHLEGEL, Director of the Corporate Technical Center, who will allocate staff services as dictated by corporate need. According to Mr. Deleplanque, "The flexibility of this group will allow the Technical Operations Division to meet the ever-changing needs of a complex world."

Reporting to Mr. Deleplanque will be ROBERT BURKHALTER, Director of Research; BERT DYBLE, Director of Quality Assurance and Service; FRANK MEINHARDT, Director of Special Studies; IVARS PETROVSKIS, Director of International Manufacturing; and Mr. Schlegel.

Reporting to Mr. Dyble will be FORREST BECK, Manager of Quality Assurance and Product Safety; and RICK HOLZNECHT, Manager of Corporate Service, until recently an Account Manager in the Central Region.

In its recently released 32nd Annual Report on American Industry covering the financial affairs of 1,035 companies, Forbes Magazine ranked The Parker Pen Company 42nd in Return on Capital, 68th in Stock Market Appreciation, 101st in Profitability, and 112th in Growth. The findings of the authoritative business publication are based on five-year averages in each of the above-mentioned categories, according to CLARENCE SCHAEFER (Vice President/Finance).

Mr. Schaefer said that, among the seventeen companies classified as Leisure Industry/Recreation, Parker was rated No. 4 in Return on Equity; No. 3, Return on Total Capital; No. 2 in Sales Growth; and No. 3 in Earnings per Share. Some of the well-known companies sharing the category with Parker are Mattel, Eastman Kodak, American Greetings, Polaroid, Brunswick, and Outboard Marine.

Area Managers whose headquarters are in Janesville were joined here last week by DONALD LUKE (Vice President/Far East) and TREVOR WATSON (Vice President/Europe and Africa) to coordinate corporate operating plans world wide for the upcoming fiscal year. Resident Area Managers participating in the two-day agenda chaired by BILL SWANSON (President) were ROGER AXTELL (Vice President/Latin America) and WILLI SIEBERGER (Vice President/North America).

Within North American Finance, MARTHA DROPIK (Mail Center) has been promoted to PBX Operator, a position reporting to MYRTLE TROSTEM (Supervisor, Telephone Wire Communications and Office Equipment), and LYNDA CARLSON (Machine Service) has been promoted to the Mail Center. On February 1, KATHRYN HARMAN began work in Machine Service where she reports to MARVIN BARNES (Manager, Office Services). Ms. Carlson also reports to Mr. Barnes.

A special version of the Slinger ball pen will go on sale in England this month. The white pen features the official blue-and-red British Olympic symbol on the cap, and the barrel carries the inscription, "The Olympic Games 1980." In the U.S., the pen is called the Swinger.

SHOP TALKER

Issue 983 - Continued

Scheduled to start this week at Court Street is the building's new roof to be formed of rubberized sheets, vulcanized together and weighted with washed and sized stone. Called a "Carlisle Roof" after the firm which devised the system, it has commercial application only.

Initial steps in the installation of elevators also will be taken this week when Otis representatives "line up the rails," an exacting procedure which determines the positioning of lift equipment. The two-elevator shaft is located just inside the new plaza entrance.

In an article entitled "The Good Machines," author Karl Hess in a magazine called Quest/80 offers his selection of great American designs that will outlive today's throwaway culture. Along with the Jeep, Zippo lighter and Douglas DC-3, to name a few of the products eulogized, Mr. Hess proclaims the Parker "51" to be "the most famous writing instrument in history, except for the quill pen." By way of credentials, Mr. Hess is a free-lance writer with special interest in industrial design, and a member of the Congressional Appropriate Technology Task Force.

In February, 1960, HENRY PRUST (General Manager/Panoramic), Manager of Parker Pen Service, received 35 cents, a repair invoice dated fifteen years earlier, and a note which said, "Sorry for the delay." ... Observing Boy Scout Week, the organization cited a sizable number of Parker employes for efforts in behalf of scouting. Among them were AL BIRMINGHAM, AL CASH, MAURICE CASHORE, VERN DAVIS, CORWIN HILTON, BILL HOFFMAN, GAYLORD JOHNSON, BOB MC LAUGHLIN and HOWARD MEDROW. ... Along with representatives of industry from six middle-western states, JARRETT GOODMAN (Marketing Operations Analyst) and DON MILLER (District Manager/Parker Garrick) participated in an institute on applied industrial statistics conducted by the Engineering Institute of the UW Extension.

What do Andrea Gaines of Providence, Rhode Island, Louis Del Guercio of Larchmont, New York, Debbie Solomon of Chicago, Illinois, and Nancy Cartwright of Madison, Wisconsin, have in common? All are professional ghost writers who, for a fee, literally take pen in hand to compose letters ranging from personal to business, from amorous to angry. They say their clients fall generally into the categories of those who procrastinate, hate to write, can't find words to express themselves, or who don't have time. Oh, yes, also those who have \$10 to spend for 250 well-chosen words.

PEOPLE TALK

January 23 was the last work day at Parker for CHARLES HUDSON (Inspection Foreman/Quality Control), who is on vacation until the effective date of his retirement on March 1. He has been with the company 37 years and 11 months.

BOB GUNDLACH (Shipping) last Tuesday night entered the Parker Men's Bowling League unofficial hall of fame when he rolled three identical games of 155. His triplicate series is the first since last season when, confounding the law of averages, three bowlers accomplished the feat.

Coming up on Saturday, March 1, the Annual Membership Meeting of the Parker Pen Credit Union, to be held this year at the Elks Club. There will be door prizes, dancing and refreshments.

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11 February 1980

for
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Employees

Issue 984

Outlines of local plans have been received from almost all of the 16 Parker subsidiaries or product development centers participating in the Quality Year 1980 program, according to BERT DYBLE (Director of Corporate Quality Assurance and Service), coordinator of the effort. He indicated a summary of the various plans will be included in the first issue of "Parker Quality Progress," a publication to be printed in English, Portuguese, Spanish, German and French.

Mr. Dyble said the magazine, whose purpose is to keep Parker organizations world wide informed of progress during Quality Year 1980, will be distributed initially in mid-March to some 4,700 Writing Instrument Group employees.

Service-connected work is paralleling the more obvious activities associated with converting a 60-year-old building into a contemporary structure. Although there is some concentration on Building No. 2 to house the Technical Operations Division, electricians, plumbers, heating and air-conditioning engineers, and other specialists are making headway in unoccupied areas of the Court Street complex.

Most functions of the Personnel and Industrial Relations department were consolidated last week when ELAINE GRENZOW, NANCY GURNEE, HERB HUEBNER, MARGARET POWERS, JOHN ROBERTS and CAROLYN WUEBBEN moved from Court Street to Arrow Park. BRUCE KERR (Director, Personnel and Industrial Relations) said the relocation will permit more efficient and effective servicing of all personnel needs. Remaining at Court Street, and providing liaison for the department, are MARION HILL (Personnel Administrator) and BARB RICHTER (Secretary).

TIM PEERY joined Parker January 21 as a Mechanical Engineer in the Technical Operations Division, reporting to ALTON SCHLEGEL (Director, Corporate Technical Center). A recent graduate of the University of Wisconsin, he has previous work experience with Oscar Mayer and Caterpillar Tractor.

Joining Parker today is JAIME ENCINAS who, as Financial Manager for the Latin American Area, will report to ROGER AXTELL (Vice President/Latin American Area). Mr. Encinas, a native of Chile, previously held positions with Chrysler Corp. and Merck & Company.

Several years ago in national media, an ad for the Parker Presidential made the point that smart people have always held gold. Recently, with the precious metal at all-time highs, Mr. John L. Cull of Huntington, Indiana, ran across that ad in a 1975 National Geographic. Unable to resist, he tore it out and sent it to BILL SWANSON (President) with the rueful comment: "Had we only known -- or taken your advice!"

A new method of teaching handwriting is making inroads in school systems of the nation. Called D'Nealian Handwriting, after Donald Neal Thurber who developed it some 15 years ago, the simplified method uses modified printing which leads naturally into cursive writing. Estimated to save 50 percent teaching time, D'Nealian students average at least half a year ahead of their peers in handwriting. And, because they are allowed to develop a personalized script, their handwriting remains legible in later life. Mr. Thurber theorizes that people resort to unreadable scrawls in frustration at not being able to match the ideals proscribed by other methods of teaching.

PARKER
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18 February 1980

for
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Employees

Issue 985

In a salute to National Handwriting Day, Time magazine devoted almost a full page to the Writing Instrument Manufacturers' Association and its campaign to promote legibility. Noting that the pen-makers annually celebrate John Hancock's birthday on January 23, the article also passed along the information that business loses as much as \$200 million yearly as a result of illegible records and messages, and that 38 million pieces of mail wind up in dead-letter offices.

Making the point that "rotten writing is scarcely a new problem," Time proceeded to name a few of history's notoriously poor penmen, such as Napoleon, Gertrude Stein, poet William Butler Yeats, and Horace Greeley. It observed, too, that except for the almost juvenile script of President Jimmy Carter, recent occupants of the White House have set a poor example for legibility, and that among professionals, doctors continue to live up to their reputation as the worst scribblers.

The magazine's extensive commentary even included some of WIMA's 17 steps toward more legible handwriting, the last of which is, "Think of the person receiving what you write, and be merciful."

Included in the Winter issue of Parker World, distributed last week to some 3,600 Parker and Manpower employees, was a readership survey questionnaire. Objective of the randomly selected, cross-section sampling is to determine reader reaction to the corporate-wide feature journal, and to solicit story ideas for future issues, says GENE ROHLMAN (Public Relations Manager). The issue containing the readership survey is the fifth since the publication was launched in the Fall of 1978.

Panels forming the perimeter of the Court Street building are now being topped by some 900 linear feet of matching stone coping, approximately 10" thick and over a foot wide. With coping in place, and with other portions of the roof completed, crews late this week will begin roofing the structure to house machinery and service equipment. Records of the contractor indicate that the first shipment of stone for Building No. 2 was received from the Minnesota supplier last Tuesday.

Members of the Latin American Area marketing group introduced Area distributors and subsidiaries to the scope and importance of industrial sales at a four-day seminar which took place recently in Dallas. Included on the agenda were presentations by representatives from SAAI's Dallas headquarters, a tour of Parker-Garrick, demonstrations of silk-screen, engraving and hot stamping equipment, and addresses relating to selling the Latin American markets. The group also attended the "Decade 80 Specialty Advertising Showcase" at the Dallas Convention Center where they saw first-hand the business potential in a field that is still undeveloped in Latin America.

Coordinator of the seminar RICARDO VALLADARES (Marketing Coordinator, Latin Distributor Markets) said many of the distributors made on-the-spot commitments, while others agreed to study further the possibility of launching local industrial sales programs. Other Latin American Area management participants were LUIS MACHUCA, STEVE MALM, REED TAYLOR and E. STEWART SKIDMORE, Consultant.

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Issue 985 - Continued

A special Executive Gift Pack containing an assortment of edibles and a Parker Classic Flighter set was developed by Hickory Farms and tested in its Toledo headquarters area beginning last September. Because it had excellent acceptance the special pack will now be offered to the firm's franchise outlets, with announcement to be made at a March sales meeting. A distributor of food packs as special-occasion gifts or sales incentives, Hickory Farms estimates that some 12,000 units may be required from Parker over a period of five years.

JO ANN BRUEGGER (NAA National Marketing) received the initial inquiry, sent catalog sheets to Hickory Farms, and advised Account Manager CLIFF OILER (Central Region) of the contact. He worked out details of Parker participation with the food pack firm.

In consultation with engineer JACQUE LE BLANC (Parker France), TIM PISHKO (Technical Operations Division) recently spent five weeks at Parker's Meru plant working out improvements in French lacquering processes used to finish barrels and caps of the 180 Laque line. Parts for the line are produced at Arrow Park, and assembled here after making the round-trip to France for lacquering.

A Parker 25 pen was one of several objects sealed in a time capsule and buried when the foundation stone for a new shopping center was laid at Newhaven in December. Parker/England, along with 15 other industrial and commercial organizations, was asked to donate a typical product of the time.

What with takeovers and embargoes, Norm Thompson just might have a problem with a couple of items in its current catalog -- handknit slipper socks from Afghanistan and pistachio nuts from the Middle East.

Pistachio lovers need not despair, however. Although shipments from Iran were cut off in December, U. S. growers are now capable of supplying more than half the average U.S. consumption and, according to Department of Agriculture economists, self-sufficiency in production is possible in two or three years. As an unlikely result of tax reform, pistachio trees planted in record numbers in the early 1970's are maturing at a time when the nation might otherwise face pistachio starvation.

PEOPLE TALK

HELEN DUFFY (NAA National Marketing) will retire March 1 after 46 years and four months with the company. Her last work day here was September 12. February 28 will be the last work day at Parker for JOSEPH ANGILLELO (Metals) after 37 years and one month with the company, and March 6 will be the last work day for LOUISE CULLEN (Ball Point) and ROBERT NAATZ (Final Assembly), both of whom will take early retirement at the end of that month after an identical 44 years and six months with Parker. Also retiring on March 31 are MAURICE CASHORE and CLAUDE TRUMPY (Screw Machines), the former with 38 years and five months of service, the latter with 38 years and eight months. Their last work day will be March 13.

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25 February 1980

for
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Issue 986

Two months into "Quality Year 1980," numerous projects have been earmarked for attention by the North American Area as a result of investigation by project teams and suggestions submitted by employees. According to GENE SMITH (Administrative Director, NAA), coordinator of the extended effort, a partial list includes programs for the further improvement of Systemark, the updating of nib pellet and T-Ball specifications, creating awareness of the need for quality and careful parts handling, the development of a short-term gold plating corrosion test, and the reporting of defective units received by Service.

Other programs being investigated include career development and improved turn-around time on writing instrument repairs. He said as programs are identified, the Arrow Park/Service and Court Street/Helgesen teams help plan and implement them. Similar Quality Year efforts are underway at other Parker facilities, including Parker-Garrick and Parker/Canada.

A company van now hauls both mail and passengers according to an inter-company schedule which has been posted on bulletin boards. MARVIN BARNES (Manager, Office Services) said the dual-purpose van will reduce the need for individual use of other company vehicles and personal cars for local travel. Arrival times are posted for the Colvin Building, Court Street Offices, Helgesen Building, Panoramic, Arrow Park main lobby, and the Model Shop/Product Development area.

JOSEPH RUNYAN joined Parker on February 18 as Supervisor of Cost Accounting in the Manufacturing Division. Formerly with Ray-O-Vac, he reports to ROY SWANSON (Manufacturing Division Controller).

Color footage for an orientation film to be shown to new employees of the Wisconsin Power & Light Company was shot in part at Arrow Park on Wednesday, February 13. Mr. Herman Green of WP&L's Janesville office, who accompanied the camera crew and an ad agency representative through the plant, said the film will give newly-hired corporate office and field employees an overview of the company's industrial, residential and power plant operations throughout the state.

Since this is National Letter Writing Week, attention must be called to one Thales Kaster, a Chicago teacher who since 1948 has written 5,000 letters-to-the-editor, and seen at least 1,000 appear in newspapers all over the country. Mr. Kaster composes in longhand, re-writing five or six times before arriving at a final version. Although it would be much easier to dial the number of a radio talk show, he says: "I'd rather think out what I'm going to say. If I don't say something exactly the way I want to, I tear it all up and start over. There's a beauty to writing, you know."

PEOPLE TALK

Early retirements effective at the end of March are those of MIRANDA ARNOLD (Ball Point), whose last work day after 33 years, seven months with Parker will be February 28; EVELYN PETERSON (Ball Point), whose last work day after 45 years five months will be February 29; ROBERT HUSCHKA (Metals) and MABEL WILKE (Final Assembly), whose last day here will be March 6 after 39 years one month, and 45 years respectively; and CLETUS MEHAFFEY (Metals), who has been with Parker 38 years and six months.

PARKER
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SHOPTALKER

3 March 1980

for
Parker Pen
Employees

Issue 987

A fast-paced, two-day agenda emphasizing "Quality Year 1980" in general and tie-in efforts of the field sales force in particular is planned for Spring/Summer Sales Meetings later this week. A National Marketing team composed of JOHN GEARY, URBAN CANFIELD, JIM MC CARTHY, BOB FERNHOLZ and GEORGE GREVEN will take the quality message to Atlanta where the Central and Eastern Regions will meet on March 4-5, and to San Francisco where the Western Region will get together March 6-7.

In Atlanta, the Janesville traveling team will be assisted by ED LITTLE, JEAN-PAUL MARTIN, BUD BOWEN and JOYCE ARCHER, in San Francisco by MATT GREEN, PAULA FALK and JOYCE GRAY.

Keeping its members up to date on new construction, the Janesville Area Chamber of Commerce in its most recent bulletin said: "Parker Pen Company's renovation project is proceeding very smoothly. Most of the stone facing is in place, the roofing has been laid down and the tinted glass has been set on the fourth floor. The structure is going to be very imposing, strikingly beautiful and a tremendous addition to the redeveloping center city."

Parker and Panoramic were among 60 donor groups cited by the United Way of Rock County when the organization held its annual meeting and awards luncheon recently. Also cited was ROBERT "ED" ARN (Retired), General Chairman of the 1979 campaign which raised a record \$505,496 for distribution to area service agencies. JOHN ANDERSON (Manager, Sintered Specialties) was elected to a three-year term on the UW board of directors.

Twice each year, "Shoptalker" takes opportunity to remind readers that The Parker Pen Company is an Affirmative Action employer. This means that the company maintains an active plan to assure minority group members -- women, the handicapped, veterans, and other protected classes -- that hiring and promotion are based on merit.

In a seasonal exercise, Manpower, Inc. recently prepared and mailed 342,000 W-2 forms for its temporary work force, a statistic which places Parker's Milwaukee-based subsidiary among the top five employers in the United States. If laid end to end, Manpower figures its W-1 forms would stretch 280 miles.

PEOPLE TALK

Employment anniversaries were observed in February by CHRIS MARQUEZ (NAA Finance), who reached the quarter-century mark; KATHLYN TIEGS (Final Assembly), 35 years; and WINIFRED MASTERSON (Final Assembly), 45 years of service.

March 13 will be the last work day at Parker for ADA GARVIN (General) after 29 years and five months with the company, and for PEARL "RENEE" KNUTSON (Gold Nib), who has been with Parker 33 years and six months.

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for
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Keynoting at recent Spring/Summer Sales Meetings, BAYARD RENNINGER (Director, National Marketing) told members of the field sales force that Quality is the peg on which Parker's share of market will hang in the future. He said that, although the range and design of products, properly priced and in acceptable trade environments, are important, the single most important ingredient for Parker in the United States market is Quality of Product.

Subsequent issues will break out other elements of the Spring/Summer program such as packaging, special promotions, national and co-op advertising, and products, and how in the pursuit of Quality, National Marketing efforts will concentrate on specifics of the marketing mix.

For the duration of the Court Street renovation, Janesville-based members of the Latin American Area will conduct business from offices located on the second floor of the Rock County Bank building. Simultaneously with their relocation last week, JEAN DELEPLANQUE (Vice President/Technical Operations, Writing Instrument Group) and ADELA JAEGER (Secretary) moved to offices formerly occupied by ROGER AXTELL (Vice President/Latin American Operations) and LOIS PUERNER (Secretary). In another space adjustment, the Technical Operations Library was moved to the Court Street building's second floor conference room.

Construction notes indicate that all new structural steel has been sprayed with a compound to prevent warping and twisting in case of fire, the floor of the loading dock has been poured, cement block work for the elevator shaft has been completed, and stone paneling is now being applied to the exterior of Building No. 2.

Within North American Finance, CAROLYN SIME has been promoted to the position of Supervisor of Domestic Order Processing. She continues to report to ROBERT MC LAUGHLIN (Manager, Domestic Order Processing).

Recognizing the importance of fountain pen nibs to The Parker Pen Company, a meeting to exchange information on technology and to explore future directions in nib manufacturing took place in Meru, France, February 25-27. Sponsored by the Technical Operations Division, the conference was attended by specialists from Parker facilities in France, Argentina, Brasil, Newhaven and Janesville. In addition to IVARS PETROVSKIS (Director, International Manufacturing), coordinator of the Meru meeting, DAN PIEHL (Production Engineer), CLEM SONNTAG (Product Development Engineer), and RICH ROBERTS (Research Engineer) were in the Janesville contingent.

From "Shoptalker" issues of March, 1960: Advised by his doctor to cut back drastically on his schedule, famed illustrator Norman Rockwell withdrew regretfully from his contract with Parker after completing three of four paintings. ... The \$1.98 T-Ball Jotter was declared by a large U. S. market research firm to be the "nation's leading dollar volume producer among all ball point pens." ... Among nominees for "Miss Penette of 1960" were JACQUELINE LEVIHN (Service), CAROLYN SIME (NA Finance), SHIRLEY SUITER STORCK (Writing Instrument Group Finance), and NANCY KRAUSE LEMBRICH (Final Assembly).

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Issue 988 - Continued

The Parker Pen Company was a "Best of Category" winner in the Point-of-Purchase Advertising Institute's most recent merchandising awards contest held at the New York Hilton late last year. One of 37 firms receiving the accolade, Parker had as its entry the Cosmo display designed for high-line writing instruments in the Latin American Area markets. PAULA FALK (Marketing Services Manager/Special Markets), who with Frank Mayer & Associates of Grafton developed the display, said judges took into account effectiveness in achieving objectives, originality, excellence of design and engineering, and quality of reproduction and/or manufacture.

For store countertop or window, the Parker Cosmo display "floats" pens in clear plexiglas with soft velvet as a background.

A recent survey of the educational background of the 47 employees making up the Technical Operations Division revealed the following degrees: Bachelor of Science, 26; Bachelor of Arts, 1; Master of Science, 8; Master of Arts, 1; Doctor of Philosophy, 3. Translated into years, the 39 degrees required at least 132 years of study in total. Attaining them at today's cost would require an expenditure approaching a half million dollars.

Testimonial: John A. Wagon of Concord, California, had an IRS interview. Then he couldn't find his Parker stainless steel ball pen. Even though he had become very fond of it, he decided not to go back after it. No matter; it turned up eventually at home, having gone through one wash and at least four dryer cycles. Mr. Wagon summed it all up in two words: "Helluva pen!"

PEOPLE TALK

March 31 will be the last work day at Parker, as well as the effective date of early retirement, for JOSEPHINE DUNNE (Receiving) and ROLLO PFEIFFER (Toolroom), after an identical 38 years and 11 months with the company. Also taking early retirement on March 31 are LILLIAN STEINKE (Gold Nib), after 38 years, 10 months with Parker, and WINIFRED MASTERSON and ADA HOESLY (Final Assembly), whose last work day will be March 27. Respectively, they have been with Parker 45 years two months, 45 years six months. March 27 will also be the last work day at Parker for MERRITTE HARPER (Metals), who will retire at the end of the month after 37 years and four months with the company.

A 20x30' addition on the home of GERALD HEROLD (North American Product Development) was designed for maximum use of passive solar heating. On the roof of the addition will be an active solar system which, when completed, will provide 80 percent of the family's hot water needs, and 50 percent of the energy needed for heating the home. The latter system uses fifteen tons of rock to store heat collected by roof panels.

HORACE HILKER (Retired) recently was elected First Vice President of the Janesville Area Chapter of the American Association of Retired Persons. Like its affiliates nationwide, Chapter #786 concerns itself with problems and opportunities of the retiree, such as health, legislation and travel. AARP's Chapter #786 has 280 members from Janesville, Edgerton, Milton and Whitewater.

With a three-game total of 2,864, the Bombers of the Parker Men's Bowling League in mid-February established a new series record for the current season. The previous high of 2,770 was rolled by the Rabbits, whose single game total of 1,010 still tops the ten-team league.

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for
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Issue 989

AMONG NEW MODELS INTRODUCED TO THE U.S. SALES FORCE at the regional sales meetings two weeks ago were (1) the Flighter Jotter and (2) the Parker Classic Keepsake:

(1) The Flighter Jotter is a brushed stainless steel version of the plastic and steel Special Jotter. Offered as a ball pen and mechanical pencil, the set will feature the new 0.7 mm lead cartridge. Set price: \$10. Separate ball pen and pencil units at \$5 each. Special Jotter pencils will now utilize thin lead cartridge that offers 25-3/8 inches of write out; one lead in the chamber and 12 backups. After April 1, the thinner polymer lead cartridge will succeed the formerly offered 0.9 cartridge.

(2) The polished sterling silver Classic Keepsake, with gold electroplate clip and button trim, will enter the exclusive company of other products in The Heritage Collection, limited to 200 prestigious outlets in major metro areas. Classic Keepsake, in ball pen and pencil set, will emphasize engravability to "capture the moment" in a gift product. A four-page brochure covering the techniques and applications of engraving sterling silver will be offered to the trade and consumers.

This newsbrief appeared in the PERISCOPE section of the March 3, 1980, issue of NEWSWEEK:

All that Glitters Isn't Playboy...

Both China and Taiwan have cracked down on a smuggling ring operated by fishing-boat captains from the two countries. Though authorities generally overlook the smuggling of food-stuffs and other consumer goods through the Taiwan strait, they found this particular enterprise intolerable -- perhaps because it was so bizarre. The Taiwanese fisherman were selling contraband Parker pens, Rolex watches and copies of Playboy magazine, while the Chinese were paying in gold bars and antique coins. The pens and watches, it turned out, were counterfeit copies of the real products, and the metal bars were just gilded lead.

FREDERICK "TED" HURDMAN has joined the Latin American Area as Marketing Coordinator responsible for distributor marketing and promotional program coordination. A graduate of Southern Illinois University, Hurdman has been associated with Carrier International in Latin America and the Far East.

PEOPLE TALK

Last day of work for MILDRED CADWELL (Arrow Park, Floor Inspection) will be March 31. Mildred joined Parker in August 1944. A visit to a son in Arizona

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Issue 990

A fire at Corporate Headquarters last Monday caused an estimated \$5,000 damage to fireproofing materials to be used as part of the general refurbishing project, according to Harold Jennings, Project Superintendent for J. P. Cullen, General Contractor.

Sparks from a cutting torch dropped onto and ignited the paper bags that contained the material stored outside the building under a first-floor overhang at the southwest corner of the main building.

The fire was noticed at about 3:20 p.m., the building was safely evacuated, and construction crew personnel used hand extinguishers to control the fire until Janesville firefighters arrived minutes later to douse the smoldering paper and material. There was no damage to the building or furnishings.

Some 80 Parker administrative employees were among 257 participants in a one-day seminar, "Explore Your Potential - Increase Self Confidence," held on March 1 at the Holiday Inn in South Beloit.

ETHEL FAYTLE (Writing Instrument Group Technical Operations) served as chairperson for the event organized by SWANI Chapter of the National Secretaries Association (International). Main speaker was Elizabeth Barry, a Training and Development Consultant with specialization in assertiveness training.

Communicators from more than 60 firms from around the U.S. and Canada have written Parker to request copies of the lead story in the Fall 1979 issue of PARKER WORLD, "On Motherhood Bringing Home the Bacon," written by CYNTHIA SIMPSON (Quality Control).

The cover of that issue, featuring an illustration of SUPERMOM, was reproduced in the January edition of the monthly publication of the International Association of Business Communicators.

Most of the requests were from employee publications editors who wanted to do a similar story for their respective employee journals.

PEOPLE TALK

BOB KURANZ (Technical Operations) has been elected president of the Madison Area Chapter of the Muscular Dystrophy Association. Fifteen Wisconsin counties are associated with the chapter which, last year, raised more than \$158,000 by way of various promotional events. Funds are used for basic research and patient services.

BILL HETRICK (Technical Operations) recently received a letter from his daughter, Cheryl, who is living with a Spanish family in Madrid while tutoring their children in English. She writes, "The Spaniards are intrigued by anything American made, especially anything with English words - like T-shirts. Parker pens are hard to find, are very expensive and are always kept under lock and key."

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31 March 1980

Issue 991

MARJORIE ADAMSON (Product Development) earned honors as Top Tour Guide for 1980 in competition held at Arrow Park last Wednesday. Others selected to serve as guides for the Arrow Park tour program next year were:

From Arrow Park: CHRIS ANDERSON (Maintenance), NANCY BRAUN (Design Engineering), MARCIA HAMILTON (Returned Goods), JUNE LOERTSCHER (Gold Nib), IRENE MANSON (In-Process Inspection) and CHUCK ROTE (Shipping).

From Court Street: STEVE HEIKKINEN (Technical Center), DEBRA WALLIN (Corporate Finance).

From the Helgesen building: CATHY CHRISTOPH (Export Order Processing) and JANINE PETERSON (Export Customer Service).

From the Colvin building: MARY JANE JOHNSON (Service).

Winners were selected from 21 nominees. Judges were: MILDRED SMITH (Final Assembly), WILLIAM FAUSAK (Internal Audit), WILLIAM HUBER (Corporate Accounting), BRUCE KERR (Personnel) and AUGUST WEBER, JR. (Arrow Park, General Foreman). This year marks the 30th anniversary of the Parker Tour Guide Program.

STAND UP AND BE COUNTED: All employees should have received their U.S. Census questionnaire late last week and are urged to complete the forms and submit them to Uncle Sam as soon as possible. Accurate statistical summaries are essential for (1) reapportionment of political districts (2) planning of Federal and local programs and (3) the distribution of funds exceeding \$50 billion annually to local communities for many purposes.

REMEMBER: All responses are confidential and filling out the form within a week of receipt will eliminate the need for a personal visit by an enumerator. Such visits add up to millions of unnecessarily spent tax dollars.

RICK EDWARDS has joined Parker's Personnel Department as a Personnel Supervisor, reporting to BRUCE KERR (Director of Personnel & Industrial Relations). A graduate of Northern Illinois University, Edwards has been associated with Sundstrand Corporation in both LaSalle and Freeport, Ill. He will work on industrial relations and supervisory training projects and will supervise the Health Department.

In recent administrative moves at Arrow Park, DELORES DILLEY has been named Personnel Assistant, reporting to BRUCE KERR; JUDITH COLEGROVE will serve as secretary to JAMES HULL (Director of Manufacturing & Product Development); and LOUISE PATTERSON has joined the Arrow Park team as secretary to DON DRAHEIM (Manager, Production & Shipping). Ms. Patterson had been associated with General Mills, Minneapolis, Minn.

CAST YOUR BALLOT -- Voting in the Wisconsin Presidential Primary and for State and Local posts at 63 locations throughout Rock County will close at 8 p.m. on April 1. Polls open at 7 a.m. in Janesville and at 7, 8 or 9 a.m. at other points throughout the County. Don't be April's Fool. Vote for the candidate of your choice.

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Issue 992

Manpower's latest quarterly survey on hiring activity indicates for this area a strong improvement over the previous three months, but notes some decline in new hiring for April, May and June compared with the same period last year. Changes in work force strength are developed from statistics provided by Manpower offices all over the U.S. Computers at Milwaukee headquarters then assimilate the material and come up with a comprehensive picture of anticipated hiring for the ensuing quarter. Along with findings for the country as a whole, Manpower offices are able to break out figures and trends which apply to a specific area. In Janesville, results are passed along by DENNIS GALLAGHER (Manager) of the local Manpower office, who said only hiring activity is reflected in the quarterly survey. Information on layoffs, which also bears on the over-all employment/economic picture, is not solicited from indicator companies.

Mr. Gallagher indicated that a total of 825 W-2 forms went out recently to the local office's temporary help work force.

New at Parker are LINDA DETTLAFF who as a Technician in the Quality Assurance Lab reports to WAYNE FULLER (Supervisor, Quality Assurance); DAVID NELSON, an Inventory Analyst reporting to ROBERT REYNOLDS (Scheduling Supervisor) in Manufacturing and Product Development; RICHARD PAUL, Quality Engineer in Product Development, where he reports to DICK WEISGERBER (Manager, Quality Engineering); JANET PURVIANCE, a Technician in Product Development reporting to DALE THOMPSON (Supervisor, Product Development); and EMMETT REILLY, who as a Programmer reports to DAVID PETERSON (Supervisor of Programming) in Writing Instrument Group Finance.

Some 30,000 spectators were on hand recently when fifteen 1980 Winter Olympic athletes from Wisconsin were honored in ceremonies at Camp Randall Stadium. In addition to recognizing the outstanding effort of the athletes at Lake Placid, the event sponsored by the Madison Area Chamber of Commerce acknowledged the contribution of a dozen support staff members.

Governor Lee Dreyfus presented a Parker 50 set to each athlete, and a Parker 50 ball pen to each staffer. Personalized with the recipient's name as well as the name and location of the games, the writing instruments were accompanied by a card reading: "We salute you for your achievement in the 1980 Winter Olympics. We hope this memento will bring you as many years of happy memories as your performance has given us. Congratulations!" The pens provided by Parker were the only gifts received by athletes and staff to mark the occasion.

PEOPLE TALK.

Service Awards were presented on March 25 to WINIFRED MASTERSON and MABEL WILKE (Final Assembly), 45 years; BETTY MC CAULL (Service), KATHLYN TIEGS (Final Assembly), and DORIS WENTLER (Toolroom), 35 years; ADELA JAEGER (Technical), CHRIS MARQUEZ (North American Finance), LOIS PUERNER (Latin American Area), and CHARLES ZINSMASER (Vice President/Corporate Facilities), 25 years; EUGENE HILT and JOHN KEEGAN (Toolroom), 20 years; WALTER LUEDTKE (Technical), 15 years; RICHARD ROBERTS (Technical), 10 years; JUDITH KEALY (North American Finance) and JOAN WOLFE (National Marketing), 5 years. The program launched in 1979 distributes the awards quarterly to employees whose service anniversaries are in multiples of five years.

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Issue 993

Ten straight years of record sales and earnings were reported by Parker on Thursday of last week, with Chairman GEORGE PARKER and President E. WILLIAM SWANSON classifying the latest fiscal year "a strong one" despite unsettled economic conditions. They indicated that the business year ending February 29 had worldwide consolidated sales of \$664,416,000, a 24 percent increase over last year's total of \$537,978,000, and consolidated net earnings of \$39,574,000 (\$2.35 a share), a 37 percent increase over the previous year's total of \$28,793,000 (\$1.73 a share).

Fourth quarter consolidated sales contributing to the record year just concluded were \$166,391,000, up 24 percent over last year's \$133,740,000, and net earnings of \$7,795,000 (\$.46 a share), a 27 percent increase over the previous \$6,125,000 (\$.37 a share).

Stating that current forecasts call for "continuing growth for all major units of the company," the two Parker executives said the latest results were achieved because Manpower had the best year in its history by a wide margin, and Parker's Writing Instrument Group successfully introduced several new products world wide, and kept its focus on the gift market.

Well established companies like Parker support the ideal of the worth of the individual, and the need for an environment that provides potential for growth. Individuals and corporate organizations can work together for the benefit of both. They can conduct business with integrity and good economic result. From tenets such as these, America has derived the highest standard of living in the world.

On April 17, however, business will be under attack by a coalition that seeks to alter the enterprise system as it is known today. "Big Business Day," as it has been designated, will see special-interest and fringe groups make a nationwide media event in an effort to defame Big Business.

While not perfect, the free market system's economic basis has provided generations of Americans the opportunity to pursue "life, liberty and happiness" to unprecedented heights. The April 17 activists have not to date offered any constructive or reasonable alternative.

For as long as most people at Parker can remember, the company's letterhead has been 7-3/4 x 10 1/4 inches in size. Specially cut to those specifications, the paper size presented no particular problem until the advent of fast-track copiers designed to reduce cost and save time. These advantages were cancelled for the most part in trimming unsightly edges from machine-produced copies, a fact pointed out in a recent Scanlon submission.

All this is by way of saying that The Parker Pen Company has a new letterhead. It remains simple and elegant, but it's dimensionally standard. Phasing in are memorandum, file, carbon and other related papers. Like the new letterhead, states MARVIN BARNES (Manager, Office Services), all are 8 1/2 x 11 inches in size.

Although the date of issue is obscure, an old publication points out an interesting fact about the Court Street building now being renovated. Here is the item in its entirety:

"World War One had a tremendous influence on the early success of the Parker Pen Co. Soldiers away from home wanted a pen which could be used anywhere and would be completely reliable. George Parker, founder of the company, filled that need with a tough little pen that worked on ink made from a pill of black pigment and water. He called it the 'Trench Pen.' In 1918, the pen company's sales passed the \$1 million mark for the first time. The following year, the company built a substantial-looking five-story building to house all manufacturing and office operations. With Mr. Parker's usual caution, the building was planned so that it could be converted quickly into apartments should pen sales fall off. The precaution proved unnecessary."

"Quality Image Rides High at Parker Pen" is the title of an extensive article in the April issue of Industrial Finishing, a trade magazine which addresses itself exclusively to that subject. In the article, Arrow Park managers and engineers discuss various finishing-related procedures and operations in some detail. Shown in photographs illustrating the well-written piece are DALE THOMPSON (Supervisor, Product Development), DON DRAHEIM (Manager, Production and Shipping), JIM KUKUK (Manager, Manufacturing Engineering), LEON MATUSHAK (Production Engineer), DONOVAN CLEMETSON (Production Engineer), MEL GOODELL (Manager, Quality Assurance). Also JOE CARWARDINE, BOB BLAKE and ELAINE PUNZEL (Plating), SYLVIA LEGO (Lab Technician), JUDY KLINGBERG (Quality Control), and DELORES MARSHALL (Final Assembly).

Three new Parker subsidiaries began operations on March 3, according to DONALD LUKE (Vice President/Far East Area), who said each will be responsible for the importation and distribution of Parker products in their respective countries. Operating on the same basis as other Parker subsidiaries are Parker Pen Hong Kong Limited, Parker Pen Singapore Private Limited, and Parker Pen Malaysia Sendirian Berhad. Mr. Luke said that, in total the three new subsidiaries employ 75 people, and in all three markets Parker is the leading brand.

ROGER AXTELL (Vice President/Latin American Area) was guest speaker for the Madison International Trade Association's dinner meeting held on April 8. Some 44 members of the new but growing organization were present for the profile of Parker international business operations, and participated in the question-and-answer period which followed the illustrated presentation.

In 1965, the year of its introduction, the Parker 75 Spanish Treasure Pen retailed at \$75. Last month, an unidentified purchaser happily paid \$500 for this collector's item, plus a finder's fee to Mr. James Tice of Wichita, Kansas, who located an STP in Florida. Mr. Tice indicated that he was successful in locating one previously on the West Coast, but the dealer on determining the source of the inquiry hiked his price to -- hold on to your pen cap -- \$7,500!

PEOPLE TALK

Early retirement will be taken at the end of this month by EVELYN MEVIS (Manager, Community Relations) after 39 years with Parker. Mrs. Mevis has been editor of "Shoptalker" since 1973.

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for
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21 April 1980

Issue 994

Energy is the subject of the latest corporate Position Summary. It consolidates the company's official position on a vital issue of the day. Developed jointly by Parker's Energy Council and the Issues Steering Committee, the position summary will serve as a guide for internal action programs as indicated, and for responding to any external influences which might bear on the energy issue. For anyone wishing to read the position summary in its entirety, the "Corporate Position on Energy" has been posted on bulletin boards.

MARJORIE ADAMSON (North American Product Development) was honored as "Top Tour Guide" for 1980 in ceremonies which took place last Thursday night. The traditional dinner marked the beginning of Miss Adamson's year-long reign as the company's official hostess. GENE ROHLMAN (Manager, Public Relations) was master of ceremonies for the 30th annual event.

Training wound up last week when each member of the 1980 guide group was critiqued by COLLEEN ADAMANY (Foreman 2nd Floor, 2nd Shift) and her assistants from the 1979 group, DEBORAH ALBRIGHT (Product Development), STEVEN HEIKKINEN (Corporate Quality Assurance), MARY JANE JOHNSON (Service), and JUNE LOERTSCHER (Gold Nib), "Top Tour Guide" for 1979.

Watch for new uniforms worn for the first time on April 21. Military red blazers have been paired with tan pants and plaid scarves and ties. Tan berets trimmed with red complete the ensemble for female guides.

New people at Parker are MARK DANAS, a Production Engineer reporting to JIM KUKUK (Manager, Manufacturing Engineering); STEPHAN HEIM, Marketing Specialist who reports to JIM MC CARTHY (Manager, National Marketing Services); and SARAH KELLY, a Technician II reporting to TIMOTHY PISHKO (Engineer) in the Corporate Technical Center. In the Latin American Area, THEO HUNTE joined Parker recently as Advertising/Promotional Materials Manager. He reports to FRED HURDMAN (Marketing Services Manager).

This year, Big Red will be ten years old! The fact that some 27,384,620 Big Red pens have been sold since 1970 when the product was first introduced makes Big Red one of Parker's great success stories. Says BAYARD RENNINGER (Director, National Marketing), "Big Red has been the backbone of promoting dealers. They've been banking on Big Red. Dealers know Big Red. So do their customers. For those reasons, we're offering a full year promotion on this popular product which should make Big Red even more of a success story than it has been in the past."

Mr. Renninger said attractive pricing, no allocations, and the promotional flexibility inherent in the year-long lead time hold extra appeal for dealers. He indicated that Account Managers, who have had the March-to-March promotion since recent sales meetings, echo the prediction that Big Red's tenth anniversary year should be a good one.

SHOPTALKER

Issue 994 - Continued

An action taken at a meeting of the Board of Directors on April 16 increased the regular quarterly dividend by 22 percent. Stockholders of record as of the close of business on April 28 will receive \$.11 per share rather than the previous \$.09 per share. The dividend is payable on May 13.

A study spanning approximately six weeks from initiation to presentation of findings and recommendations will be undertaken the latter part of April by Word Processing Innovators, Inc. In an announcement this past week, WILLI SIEBERGER (Vice President/North American Area) said the North American project initially will involve selected departments and their procedures for handling paperwork and other administrative services. Recommendations for improving current procedures will be made available to all personnel upon completion of the study.

Skinning of Building No. 2 is approximately half completed, according to Project Manager C. E. ZINSMASER (Vice President/Corporate Facilities). Reporting on the Court Street renovation, he said much of the window area on the west side of the main building has been closed in, and that the overhang at the new entrance is being insulated prior to application of stone veneer. Inside the building, an hydraulic load leveler has been added to the covered dock, and partitions are beginning to break up space on the fourth floor. Heating and air-conditioning work continues.

According to newly established completion dates, Corporate personnel will occupy the fourth floor about the end of July. Also at the end of July, half of Research and Quality Assurance will move to new quarters on the lower level of Building No. 2; the remainder will occupy the ground floor at the end of October. New completion dates for other areas will be announced later.

By latest count, the Writing Instrument Manufacturers' Association has 30 manufacturing members (including Parker), 43 supplier members, and three with dual membership. Together, the Association arrives at industry nomenclature, acts as a clearing house on matters of mutual interest or concern, serves as liaison with governmental agencies, and in general represents Parker and other firms whose livelihood and well-being depend on the manufacturing or supplying of writing-related products.

PEOPLE TALK

FRANCIS GILBERTSON (Toolroom) will begin early retirement on April 30 after 33 years and seven months with the company. April 30 is also his last work day at Parker.

In very close competition, the "Wrecking Crew" took top honors in the Parker Men's Bowling League which just concluded its 1979-1980 season. Members of the championship team are Captain BOB LUEBKE, STEWART YANKTON, JOE PRESTI, BOB STENBERG, KEN SHAW, PETE HATFIELD (Maintenance), and HOWARD BRESSLER (Toolroom).

At the Annual Parker Pen Credit Union meeting held in March, four directors were elected to three-year terms on the Board. They are BOB KURANZ (Technical Center), HOWARD MEDROW (North American Finance), KEN RICH (Engineering), and JANETTE ROWLAND (Foreign Shipping). In addition to Mr. Kuranz who is Chairman, and Mr. Medrow who is Vice Chairman, officers are MEL MC CANN (Toolroom), Treasurer, and JAMES ARNESON (Stockroom), Secretary. Some 530 members and guests were present for the 46th such event to be held by the organization.

PARKER
PEN

SHOPTALKER

28 April 1980

for
Parker Pen
Employees

Issue 995

Citing "solid contributions to the success of the North American Area" as factors in the appointment, WILLI SIEBERGER (Vice President/North American Area) has announced two new vice presidents in the U. S. Division, Writing Instrument Group. They are JAMES HULL (Director of Manufacturing and Product Development) who became Vice President, Manufacturing and Product Development, and BAYARD RENNINGER (Director, National Marketing), who has been named Vice President, Marketing. Mr. Hull has been with Parker since 1977. Mr. Renninger joined the company in 1968.

As a preliminary to excavating to grade and blacktopping, contractors this week will remove equipment and materials from the north side of Building No. 2. When the work has been completed, Cullen will move its mobile headquarters to the newly-prepared area so that work on the new main entrance and plaza can resume. Project Manager C. E. ZINSMASTER (Vice President/Facilities) said excavating and blacktopping will take approximately two weeks and that, except for finish work, the plaza is expected to be ready for use this summer.

On Saturday, May 3, there will be no power in the Court Street building as utility crews switch service to the new permanent control panel located in a compartment beneath the plaza.

Parker's famous arrow clip will be the focal point of advertising which has begun to appear in national media. Four new ads featuring either the Classic Flighter, Imperial Ball Pen or the 180 Flighter GT Floating Ball pen associate the clip with an expensive, high quality, first class activity or product. Says MATT GREEN (Manager, Marketing Communications), the new series reinforces the U. S. consumer's perception of Parker as a brand representing the highest possible quality and value. Described as strong, simple and memorable, the ads are a continuation of brand development advertising launched a couple of years ago.

Advertising in national magazines such as Life, National Geographic, Time and Newsweek will be supplemented by trade and co-op advertising, and a selected list of publications will carry ads featuring the Heritage Collection.

Manpower garnered considerable newspaper space in announcing results of its latest poll among the temporary help firm's top secretaries. The question: "If you could choose, who is the person for whom you'd most like to work?" The answer: Television personality Phil Donahue, who appears regularly on NBC's "Today" show. Picked by 18 percent of the respondents, Mr. Donahue was followed in decreasing percentages by columnist Erma Bombeck, actor Alan Alda, TV newsman Dan Rather, and President Carter. Eight other prominent people figured to a lesser degree in the results.

Installed at Arrow Park recently, automatic doors similar to those used in elevators are helping to reduce energy losses in the Shipping and Receiving dock areas. Procurement and installation were directed by JOHN CURTIS (Foreman, Janitors, Watchmen and Groundskeepers) who said the driver of a fork lift truck activates the door with a pull cord, while personnel pass through a narrower opening after pushing a button on the door face itself.

PARKER
PEN

SHOPTALKER

Issue 995 - Continued

Parker/Canada recently presented Eskimo-carved soapstone sculptures to its top specialty advertising distributors for outstanding performance. According to WILLIAM JUDD (President), purchases of the five firms honored represented almost 20 percent of Parker/Canada's premium and specialty advertising sales for calendar 1979.

Explaining the symbolism of the award, Mr. Judd likened the Eskimo to the specialty advertising distributor, saying that both must have a keen sense of observation and the ability to survive in a hostile environment. The soapstone sculptures were carved by native Canadian Eskimos of the Frobisher Bay area of Baffin Island, in the Arctic.

Twenty Years Ago in "Shoptalker:" ARTHUR FOSTER (Retired) and FRANCIS BOWEN (Marketing Editorial Manager) were named respectively Assistant Director of Advertising and Assistant Advertising Manager for the domestic and foreign advertising departments; a total of 3,027 people around the world were directly employed by Parker and its subsidiaries as of December 31, 1959; Formation of a Special Products Division was announced by Executive Vice President DANIEL PARKER (Honorary Chairman of the Board); and, training finished, the "Penettes of 1960" went on regular assignment as tour hostesses.

Throughout April, "The Family Tree of Parker Pens" was exhibited at the Janesville Public Library. Supplementing the display were some of the library's own Parker-associated artifacts and items, and a price list for antique pens was provided.

PEOPLE TALK

ETHEL FAYTLE (Technical Center) was named "Secretary of the Year" by SWANI Chapter of the National Secretaries Association (International) at a dinner meeting held last Tuesday at the South Beloit Holiday Inn. Mrs. Faytle, a Parker employee since 1964, is currently vice president of the 41-member chapter.

ELAINE GRENZOW (Personnel and Industrial Relations) was one of six randomly-selected secretaries honored during National Secretaries Week by the King's Pub and Fairview Florists, who treated them to lunch and corsages. Miss Grenzow's name was entered in the drawing by CAROLYN WUEBBEN (Employment Representative).

At the Parker Women's Bowling League banquet held April 22 at the Elks Club, top honors went to the "Split Ends." Members of the winning team are Captain BETTY MILLER, AUDREY MC NATT and JUDY PALMER (Systemark); DELORES MARSHALL and HELEN LEWIS (Ball Point); and VERONICA THOMPSON (Gold Nib).

With 36 wins and eight losses, the Parker Men's Volleyball team took the league championship for the 1979-1980 season just concluded. Members of the team are JACK BIDDICK (Corporate Finance), DOUGLAS DELLING (Technical), DENNIS HOLMES (Metals), TOM LAWRENCE (Product Development), LEON MATUSHAK (Engineering), IVARS PETROVSKIS (Technical), and CASAMIRO SALAS (Final Assembly).

PARKER
PEN

SHOPTALKER

5 May 1980

for
Parker Pen
Employees

Issue 996

The U.S. National Marketing Division has awarded its advertising and promotional programs account to Stephan & Brady, Inc., a Madison, Wis., agency. The announcement was made last Wednesday. Marketing Vice President Bayard L. Renninger said that the firm was selected because "its people, programs and orientation closely parallel the recent strategies of our group and the new directions we are taking in the U.S. writing instrument market."

In addition to Parker, other accounts handled by the 27-year old firm include divisions of Miles Laboratories, Wisconsin Power & Light and Madison Gas & Electric. J. Walter Thompson, which previously was assigned the account, continues to serve Parker in a number of markets outside of the U.S.

A seasonal sales Booster Program, called "Make Dad/Grad Glad Blitz," will launch this month to raise awareness among consumers that Parker products make the ideal gift for graduation or Father's Day, according to MATHESON GREEN, Manager of Marketing Communications, U.S. Marketing.

Parker will place 600-line ads in 17 major metro newspapers on May 29. Products featured will be: Classic Flighter set at \$20; 180 GT Floating Ball at \$20; and, for the graduating woman, the Ms. Parker Floating Ball (\$25) and Ms. Parker 180 fountain pen (\$40). The major headline on the ads pronounces Parker as "A Class Gift."

During the promotion, Parker dealers will be granted an additional 5 percent co-op advertising allowance as incentive to place additional ads that feature two of the above-mentioned products. U.S. Marketing provides ready-to-use ad mats -- or dealers may compose their own ads for local newspaper placement.

The Writing Instrument Manufacturers Association recently released industry statistics for 1979. WIMA reports a 21 percent increase in sales of all writing modes over the previous year, up to an industry total of \$704 million. Dramatic gains were posted by both fountain pens and roller pens, said WIMA. Fountain pen sales were up 31 percent and liquid-ink roller pens, 65 percent over a year earlier.

Ball pens continue to be the industry's top seller by far in both units and dollar volume, reaching record levels of \$322 million at the manufacturers level on the sale of 1.92 billion units.

MARION HILL (Personnel Administrator) is chairman of a committee to update the Scanlon Plan Booklet which explains the philosophy and mechanics of the group incentive effort in existence at Parker since 1954. Others on the committee are BOB BELLRICHARD (Metals), SALLY KRUEGER (Final Assembly), BOB KURANZ (Technical Center), TOM MC DONALD (NA Finance), CINDY SCHELDROP (National Marketing), CAROLYN SIME (NA Finance), JEAN THURLER (Gold Nib), and BOB WEPKING (Toolroom).

PARKER
PEN

SHOPTALKER

12 May 1980

for
Parker Pen
Employees

Issue 997

ADVERTISING AGE, the leading publication in the advertising field, marked its 50th anniversary last week with a special edition reviewing a half-century of advertising's relationship to, and effect on, society.

Included in the volume was a two-page feature on Parker advertising, displaying examples of a number of the Company's past and recent national ads. Only five other companies were given feature treatment in the special issue: Procter & Gamble, General Motors, General Mills, Swift and Coca-Cola.

Five representatives of the writing instrument industry in the People's Republic of China were the guests of Parker Pen from April 30 through May 6. The primary objective of the mission was to reciprocate a visit by Parker officials made last year at the invitation of the Chinese.

The guests were managers and engineers associated with the Shanghai Pen Industrial Company, the Fenghua Ball Pen Factory and the Hero Pen Factory, each located in the Shanghai area. The tour included technical discussions with Parker management and engineers, a review of the Arrow Park facility and various trips to regional points of interest. The program was coordinated by IVARS PETROVSKIS, Technical Operations Division.

What impressed the Chinese visitors most about the U.S.? The open spaces, large farms, and spread of towns in the upper Midwest.

NORM THOMPSON OUTFITTERS, INC., Parker's Portland, Oregon, based retail and mail order subsidiary, has announced the opening of a new store to be located on the Eugene, Oregon, Downtown Mall. This will be Norm Thompson's first retail venture outside of Portland, where it operates two exclusive shops: at its headquarter's location and at the Portland International Airport.

Plans call for the 5,000 square-foot store to open this summer. Norm Thompson's trademark is, "Escape from the Ordinary," and it offers a line of upper-price-range apparel, gift, home and outdoor items, many of which are expensive imports from around the globe.

PEOPLE TALK

Send items of interest for SHOPTALKER to DONNA PHILLIPS, Public Relations, Court Street.

The Parker Pen Credit Union has hired WILLIAM MATHEWS as Vice President, Assistant Manager, of the Credit Union. Bill had previously been employed with Parker as Manager of Receiving and Stores.

PARKER
PEN

SHOPTALKER

for
Parker Pen
Employees

19 May 1980

Issue 998

RENOVATION PROJECT UPDATE -- By the end of next week, work on the lower utility drive leading to what will be the receiving and shipping area of the new headquarters building should be completed, according to CHARLES E. ZINSMASER (Vice President of Corporate Facilities). The sand base for the drive will be tamped down, but asphalt will not be applied until it is certain that heavy equipment will no longer have to be used in that area. The contractor's mobile offices will then be relocated to the lower drive area, clearing the way for work to begin on the main plaza at the upper level immediately to the north of the main entrance and lobby level. The plans call for completion of the plaza by August.

The new elevators in the utility core at the northwest end of the main building will be operational by June 1. However, they will not be open for employee use until around August 1 as construction progress permits accessibility to the elevators for finished floors.

The final stone "skinning" of Building #2 is now in progress where Technical Operations personnel are located. When that area is enclosed with the Winona Travertine siding, the new exterior siding project will be virtually completed, with installation of window walls to follow.

Job Service last week reported a steadily deteriorating employment picture in Rock County, with unemployment exceeding the 12 percent mark due mainly to depressed conditions in the auto industry.

Parker Personnel and Industrial Relations Director BRUCE KERR reported that currently about 120 of the some 1,300 Corporate and Writing Instrument Group employees at Parker Pen in the Janesville area are on indefinite layoff, subject to recall. This is an improvement over the some 225 who were on furlough in January.

Working hard to increase the rate of orders this week among major department store stationery supply buyers at the annual National Stationery Show, New York City Coliseum, will be JOHN GEARY, BUD CANFIELD and ED LITTLE of the U.S. Marketing Division. Representing the Eastern Sales Division will be ED CLARK and KARL MYERS. The big New York show is one of three major conventions that Parker attends annually to show its most recent offerings to the Trade. The show will run through Wednesday.

STEPHAN HEIM has joined the U.S. Marketing Division as a Marketing Specialist, reporting to JAMES MC CARTHY (National Marketing Services Manager). Heim is a graduate of the American School of International Management, Phoenix, with a master's level degree in International Management. He also holds an MBA from Southern Methodist University, Dallas.

JEAN SCHUMACHER joined the Quality Control staff at Arrow Park last week as a lab technician on the 3rd shift, reporting to KENNETH ROACH, (Foreman of the Quality Control Lab).

PARKER
PEN

SHOPTALKER

27 May 1980

for
Parker Pen
Employees

Issue 999

The 91st Corporate Annual Report to Parker stockholders was issued last week. In the spirit of Quality Year 1980, the narrative theme of the handsome, 33-page document is "Quality Performance: A Commitment to Excell." The annual report is distributed to some 5,300 stockholders.

This year's annual meeting of stockholders is scheduled for June 18, 10 a.m., at the Arrow Park cafeteria facility.

A new Tour Center to accommodate the more than 4,500 guests that Parker hosts annually on tours of the Arrow Park plant is planned for completion by June 16. The Center, to be located in the south lobby of the Arrow Park building, will include exhibits of historical writing instruments, Manpower, Inc., and other subsidiaries; Parker's international scope and operations, a large map showing the location of Parker Writing Instrument subsidiaries around the world and a brief history of writing.

The Center will be open to the public only as tours begin and conclude during the week. For any other business at Arrow Park, registration will continue at the main reception area at the north end of the building.

MICHAEL KLISTER has been appointed Manager of the Western Region for the U.S. Sales team, responsible for Parker sales in 12 western states and Alaska. He served as Sales Development Manager in that region until his promotion. Western Region Account Manager DAVE MITCHELL will succeed Klister as the Sales Development Manager in the West. Klister has been in sales with Parker for 15 years; Mitchell, since 1978.

JAQUELINE STARR KUFFER has joined Parker as a Lab Technician on the Second Shift in the Arrow Park Quality Control Lab, reporting to KEN ROACH, Foreman of the Lab.

A report was received that Dean Axtell, brother of Latin American Area Vice President ROGER E. AXTELL, was confirmed last week by the U.S. Senate Foreign Relations Committee as Executive Vice President of the Overseas Private Investment Corporation (OPIC).

Mr. Axtell, a former Janesville resident and President of nearby Varco-Pruden, will establish himself at the U.S. government agency in Washington, where it fosters economic development by financing projects sponsored by U.S. investors in some 90 less-developed countries.

SPORTS CHATTER

Newly elected officers of the Parker Women's Golf League are: CONNIE BENT, President; COLLEEN KLUG, Vice President; HELEN WELLNITZ, Secretary; ANN CONNOR, Treasurer; ANN POPP, Handicap Chairman; and PAT KLATT, Assistant Handicap Chairman. About 30 Parker employees participate in the League, with play on Wednesday evenings at Riverside Park through mid-September.

PARKER
PEN

SHOPTALKER

9 June 1980

for
Parker Pen
Employees

Issue 1000

SHOPTALKER marks its 1,000 edition with this week's issue. The Company's news publication was launched in July 1945 as an 8-page newspaper to be issued "once a month or every once in a while," according to its founder and first editor, Mr. Kenneth Parker.

The publication retained its newspaper format until September 1956, when it was changed to a magazine for monthly issue. In the 1950s, an employee news bulletin, titled "SHOPTALKER EXTRA," was initiated to carry news between issues of the feature-story format magazine. Because the news bulletin proved popular and timely, it was graduated on March 17, 1969, to a weekly for posting on bulletin boards around the plants and offices in Janesville, as well as to subsidiary and field personnel.

SHOPTALKER'S circulation now includes not only employees at Janesville operations, but also is distributed to foreign readers and personnel at Manpower, Norm Thompson and Parker-Garrick, Inc. and sales personnel around the nation. SHOPTALKER salutes the dozen stalwarts who edited its pages for the past 35 years, as well as its readers.

FUTURE SHOCK? HERB HUEBNER (Manager, Employee Benefits) notes that while reviewing copy for revisions in the Company's current contract with Prudential, the new definition of aircraft includes "rocket craft or any other vehicle ... designed for travel ... in or beyond the earth's atmosphere." Vacation plans for Pluto, anyone?

ROSS WILSON, a 30-year sales and sales management veteran at Parker Pen Canada Ltd., has been appointed National Accounts Manager for the Canadian operation. He will assist the field sales force in sales and promotional efforts directed at important interprovincial accounts, and he has been assigned to expand distribution of Parker products to additional jewelry and gift outlets throughout Canada.

ERNEST WOODCOCK has been promoted to the post of Quality Audit Coordinator, reporting to RICHARD WEISGERBER (Manager, Quality Engineering). He joined Parker at its Newhaven, England, plant in 1948 and moved to the Arrow Park engineering group in 1958 as a Product Engineer.

PEOPLE TALK

KATHRYN HULL (Final Inspection) and MARION HILL (Personnel) will observe their 45th and 40th anniversaries at Parker, respectively, this month.

Seems that children of Parker employees have a strong hold on the JANESVILLE GAZETTE'S recent selections of "BRIDAL COUPLE OF THE YEAR." The 1976 couple was JIM MARSH and REBECCA DADE. Jim is the son of ANNA MAE MARSH (NAA Finance). In 1978, the selected couple was TOM MICKLUS and KAMRON CLARK. Kamron is the daughter of LARRY CLARK (Toolroom) and JEANNETTE CLARK (Archives). The 1980 Bridal Edition featured RICK BEHM and TERESA PHILLIPS, the daughter of DONNA PHILLIPS (Corporate Relations). They will be married on July 12.

PARKER
PEN

SHOPTALKER

for
Parker Pen
Employees

16 June 1980

Issue 1001

Construction workers have now set wall footings for the wall that will separate the walkway from the driving area of the plaza for the new Corporate Headquarters building. When completed, the plaza leading to the main entrance and foyer will feature a sculpture centerpiece, three columns for the national, state and corporate flags, and the dividing wall, the top of which will form an arrow design. The circular drive will include space for visitor parking.

A recent story in THE WALL STREET JOURNAL cited a Louis Harris survey for an office fixtures manufacturer which reported that only 29 percent of the sample of office workers interviewed said they worked in the conventional "four-walls" office. More than 36 percent reported they worked in the "open plan offices" of the kind planned for employees in the new Corporate Headquarters. Main reason for the preference by employers: Flexibility to introduce new office equipment without making major structural changes at a time when office-equipment technology is advancing rapidly.

PARKER GARRICK, INC., the Company's etched glassware and premium writing instruments subsidiary in Dallas, Texas, received a special mention in the May issue of POTENTIALS IN MARKETING, a business premiums trade journal. Cooper Tire Company was looking for a way to raise dealer awareness. Since they sell to independent dealers, Cooper considers it is working with the "endangered species" of the tire industry, those not associated with franchises of the "Big 5."

Cooper decided it would send etched glassware from the Parker-Garrick "Endangered Species" collection to its independent dealers, along with promotional literature emphasizing that survival of the independent would help keep the industry properly competitive.

In the article, a Cooper advertising executive said: "The results of the full program were most gratifying. There were direct benefits, and some intangible results. Garrick glassware is very good looking, giving Cooper an image of quality plus concern for the needs of independent dealers."

JOHN LIVICK has been promoted to the post of Quality Engineer at Arrow Park, reporting to RICHARD WEISGERBER (Manager - Quality Engineering). John has been with Parker in various quality control functions since August 1976.

PEOPLE TALK

DUANE PELLIS (Screw Machine) worked his last day last Friday. He will begin retirement effective June 30 and plans a trip West. DOROTHY GROVER (Inspection-Metals) will begin her retirement on June 23 after having been with Parker since July 1946.

35-Year anniversary congratulations this month go to VIRGINIA FLINT (Final Assembly), HELEN KAJA (Receiving Inspection), KEN JOHNSON (Production & Shipping) and JEAN MOSHER (Export).

PARKER
PEN

SHOPTALKER

for
Parker Pen
Employees

23 June 1980

Issue 1002

Election of a new Chief Executive for the Company was announced at the June 18 Board of Directors' Meeting. GEORGE PARKER, Chairman and Chief Executive Officer, turned over the latter function to E. WILLIAM SWANSON, President. As a result of the change, which the Company has had in the planning stage for the past three years, Mr. Parker remains Chairman, while Mr. Swanson becomes President and Chief Executive Officer.

Mr. Swanson joined Parker in 1975 as general manager of the Leisure Group. He became Vice President in January 1976; Executive Vice President in October 1976; and President and Chief Operating Officer in August 1977. He came to Parker from General Mills where he was managing director of food operations in the United Kingdom. Mr. Swanson holds an economics degree from Miami University (Ohio) and a graduate business degree from Carnegie-Mellon Technological Institute.

Mr. Parker will remain active in the Company. He joined Parker in 1952, was named President and Chief Executive Officer in 1966 and became Chairman of the Board as well in 1976. Mr. Parker will continue to work in the areas of planning, stockholder relations, activities related to the Board of Directors and public policy matters.

In announcing the change, Mr. Parker said, "After fourteen years as Chief Executive Officer of this Company, it has become clear to me that now is the right time to effect a change in the Company's leadership."

At the Annual Stockholders' Meeting held earlier in the day, Mr. Parker and Mr. Swanson reviewed the Company's progress during the decade of the 1970s and offered an outlook on what the Company will face during the 1980s. Mr. Parker cited the Company's growth record through the decade: (1) Sales grew from \$54 million to more than \$660 million, (2) Record sales and earnings were achieved for ten consecutive years, (3) Consolidated net earnings increased from less than \$3 million to nearly \$40 million -- \$.17 per share to \$2.35 per share, (4) Return on stockholders' equity improved from 8 percent to 29 percent, (5) Stockholders' equity now exceeds \$150 million, compared with \$35 million ten years earlier, (6) The number of Parker stockholders increased from 3,100 to 5,400, and (7) The number of worldwide employees increased from about 3,400 to 6,600.

Regarding the 1980s, however, he cautioned that a new consumer will emerge -- a consumer who will want absolute product utility and a no-frills approach to quality performance.

Mr. Swanson noted that in the 1980s Parker and other leading multi-national firms will have to be a "positive force for change." As an example, he advocated an active and visible support for education in the U.S. and abroad.

PARKER
PEN

SHOPTALKER

for
Parker Pen
Employees

14 July 1980

Issue 1003

Several executive announcements were made the week of June 16. WILLI SIEBERGER was elected President of Parker Pen's Writing Instrument Group which encompasses manufacturing plants and marketing centers in 15 foreign countries and the U.S. He was previously Vice President of the North American Area.

PHYLLIS SAEVRE was elected Assistant Secretary of Parker by the Board of Directors on June 18. Mrs. Saevre will continue in her role as administrative assistant to Board Chairman GEORGE PARKER. She was awarded a bachelor of arts degree magna cum laude in English literature and composition from Beloit College last year.

Three operational slots were also filled that week. DONALD LUKE was named Vice President of the North American Area with responsibility for Parker operations in North American Area, Canada and Mexico. He will move to Janesville from Hong Kong where he has served as Parker's Vice President of Asia/Pacific operations since 1978. Prior to that, Luke held executive positions with R.J. Reynolds Industries and Quaker Oats in the Pacific area.

PETER KIBBLE, formerly Managing Director of Parker Pen (Far East) Limited, in Hong Kong, has assumed the duties of Vice President of the Asia/Pacific Area. He now has responsibility for Parker subsidiaries and distributor markets in the Far East, Australia, Malaysia and Singapore.

ANGUS WALTON was appointed the Vice President of Financial Operations for the Writing Instrument Group. He previously held the position of Controller for the Group. Before joining Parker in August 1977, Walton held financial positions with firms in Peru and Scotland.

PEOPLE TALK

HOWARD HERRIOT (Legal) will be marking a 25-year service anniversary this month. Recognition also goes to JAY PEARSALL (Shipping) and LOUISE APPLEMAN (Service), who are both observing their 35th year of work at Parker.

DEAN HACKBARTH (Gold Nib/Systemark) is proud of his son, Gary, who won the Formula Ford feature at the June Sprints in Elkhart Lake for the second straight year. He set new average speed and fast-lap track records there. Gary started racing when eight-years old and was listed as an amateur with the Sports Car Club of America at 21. Now 30, he hopes to move up in racing class soon.

Another father of an achiever is ED TERNEUS (Manager, Plant Facilities). His 17-year old daughter, Kathleen, won first prize in the Milton School District poetry contest on the theme of the significance of Memorial Day. The title of the prize-winning poem was "Song for the Soldier." A senior at Milton High School this fall, Kathleen was also recently nominated for the "Who's Who" in high schools for her scholastic accomplishments.

PARKER
PEN

SHOPTALKER

for
Parker Pen
Employees

21 July 1980

Issue 1004

"We don't necessarily expect every quarter to be a record; but, at least at this point, we still have our sights set on an up year."

-- E. William Swanson

Parker's first-quarter consolidated sales and net earnings were announced July 2. Consolidated earnings increased 26 percent over the same period last year from \$6,754,000 to \$8,492,000. Consolidated net sales for the period were \$165,219,000, up 15 percent from the same quarter a year ago.

Board Chairman George Parker and E. William Swanson, President and CEO, said that Manpower's earnings and sales established new high points, although the effect of recession in the U.S. and the United Kingdom was apparent as the year-to-year growth rate was "somewhat slowed." The Parker executives reported increased sales, but decreased profits, for the Writing Instrument Group for the quarter compared with the same period last year.

Mr. Parker and Mr. Swanson indicated that they would not at this time alter forecasts for increases in both sales and earnings for the Company this year.

The editor of The Times Newspapers of Connecticut, Henry E. Josten, recently wrote to Parker with this endorsement of our product: "I have for many years carried with me at all times, and used, two of your silver ballpoint pens. They are, by all odds, the best and most reliable pens I have ever owned in my 57 years (including 26 in the newspaper business)." Mr. Josten added, "Others can have their Cross, PaperMate, Bic pens, or whatever. None of them are a match for my Parkers."

In action announced in early July, the Gillette Co., parent company of PaperMate, filed suit in federal court in Boston in an effort to stop Scripto, Inc., from selling erasable ink ball pens. Gillette charges Scripto's new president, a former Gillette employee and two other Gillette employees, with disclosing trade secrets on the erasable ink formula to Scripto. Gillette introduced its Eraser-Mate product in early 1979 at \$1.98. Scripto launched its version of erasable ink in April 1980 at a retail price of 98 cents. Parker does not offer an erasable ink product, although the Company introduced the unbreakable Liquid-Lead pencil in the mid-1950s.

American Express has consistently featured Parker products in its print advertising. A recent example is a flyer produced by American Airlines promoting its first-class service. The final page of the brochure includes a statement by American Express that refers to its charge card as the "First Class Traveling Companion." In a photo on the page is a silver platter with receipt, AE card and the sterling silver Parker 75 ball pen.

ROGER DIDERICH, CHERYL MILLER and STEVE REDMER (Scheduling) recently passed the final exam and have been awarded Certification as "Practitioners of Production and Inventory Control." The examinations followed seminar work in production and inventory control sponsored by the Rockford and Milwaukee Chapters of the American Production and Inventory Control Society, an international organization of some 35,000 members.

PARKER

PEN

SHOPTALKER

for
Parker Pen
Employees

28 July 1980

Issue 1005

Renovation work on the Corporate Headquarters building is being impeded by striking Janesville plumbers and steamfitters and will force delays and changes in the overall schedule, reports CHARLES ZINSMASER (Vice President-Corporate Planning). The strike began in mid-May and still continues, with no estimate as to when these trades will return to the project. Mr. Zinsmaster says that the new timetable will be announced as soon as the work stoppage ends. Most permanent and temporary relocations that were planned for the next month or two have been put on hold until that time.

A project director and producer from WTTW-TV, Channel 11, public television in Chicago, were at the Arrow Park plant on Thursday of last week to interview about 20 employees for their opinions of the effectiveness of the Scanlon Plan as a productivity booster at Parker over the past 25 years. WTTW is planning a four-part series called "What This Country Needs..." with the first half-hour segment on "Work and Productivity" in America.

Plans call for several employees to be filmed for a small segment of the program which will include seven minutes of introductory material and 25 minutes of discussion of the topic by noted American educators, pollsters, business and labor leaders. The WTTW executives were very impressed with the open interchange of ideas between management and employees at a recent Screening Committee meeting of the Scanlon group.

Now officially complete, the Arrow Park Tour Center opened to the public on Monday, July 21. The center is situated in the approximately 450-square-foot lobby at the south end of the building. The center incorporates displays that depict the history and multinational character of Parker. Samples of pens from 1888 to present, as well as representative products from Parker's other subsidiaries, are displayed to give visitors a better perspective of the makeup of the Company.

JOYCE GRAY (Distribution Coordinator, U.S. National Marketing Division) was awarded the Black Blazer Award by members of the national sales force. Marketing Vice President BAYARD RENNINGER announced the award at the Central Region Sales Meeting at Oak Brook, Ill. The Black Blazer is awarded to the administrative employee at Parker's office whom field sales personnel acknowledge as a major support to their sales work. Mrs. Gray is the first woman to receive the honor that was inaugurated in 1970.

PEOPLE TALK

Two Parker employees will be retiring at the end of the month after 39 years of employment here. ROBERT L. MEACHAM (Stock Clerk-Quality Control and Salvage) worked his last day June 25. He will manage his Shooting Supplies stores in Janesville and Beloit during his retirement.

BLANCH WEPKING (Bench Inspection-Returned Goods) is also retiring this Thursday. Her husband Robert, is a Toolroom employee at Parker.

PARKER
PEN

SHOPTALKER

for
Parker Pen
Employees

4 August 1980

Issue 1006

The ground floor of the Corporate Headquarters building has been readied for the next phase of renovation work. The Travertine stone siding and window work on the east and south sides of the building are now being added. Employees will start using the new main entrance on the building's north side this week.

Contrary to a published report, overall work progress on the building to date has not been impaired due to a strike by Local 214 of the Plumbers and Steamfitters. Time loss due to any unforeseen work disruption was allowed in the project's overall scheduling, according to Company officials.

"Office routine is being carried out as usual here, and with the renovation's work emphasis now shifted to other areas, we can continue operations on this basis more or less indefinitely," a spokesman said. "It (the plumbers' strike) is a nuisance, but in no way does it impair business as usual here. The General Offices' regular routine will continue undeterred as long as necessary."

Three new writing instruments were introduced into the Parker line of products at regional sales meetings held in late June. The Parker 15 Cartridge fountain pen is featured as a pen for students or young adults. It offers an Octanium nib with four writing grades of extra fine, fine, medium and broad. The pen is available in navy, black and burgundy, with a retail price of \$7.50. The Parker 45 II cartridge fountain pen features an adjustable Octanium nib and stainless steel cap and barrel. Priced at \$12.50, the pen is highlighted by a gold-plated arrow clip and offers the interchangeable nib grade of extra fine, fine, medium and broad.

The Classic Ambassador ball pen and thin-lead mechanical pencil fill a gap between the precious metals and Classic Flighter price points. The Classic Ambassador features heavy silver plate with longitudinal pin-stripe engraving and chrome arrow clip. Retail price is \$25 each.

JEAN DELEPLANQUE (Vice President, Technical Operations) last week resigned his post for personal reasons to return to his native France. Organizational changes which follow, according to WILLI SIEBERGER (President, Writing Instrument Group) are:

JAMES HULL (Vice President, Manufacturing and Development) with additional responsibility for Research Group, and

BERT DYBLE to head up Quality Assurance and Manufacturing Services worldwide for the group as Director of Quality and Manufacturing Services.

PEOPLE TALK

RANDALL KLEFBOHM (Tool and Die Maker) spent his last day at Parker on July 31 and retires after 15 years here. He and his wife will move to St. Petersburg, Fla., in September. They will be celebrating their 40th wedding anniversary in August.

PARKER

PEN

SHOPTALKER

for
Parker Pen
Employees

11 August 1980

Issue 1007

ADVERTISING AGE recently carried separate stories about two major writing instrument companies that have announced marketing campaigns for their liquid-ink ball pen lines. Bic Pen Corp. (a French-housed company) will spend \$11 million in 1981 to advertise its new disposable 98¢ Bic Roller, the most expensive ad campaign ever for a writing instrument. Bic's goal is to dominate the burgeoning roller pen segment by September 1981 and drive consumers away from the porous-pen market where its main competitor, Gillette Co., dominates. The Gillette Company owns PaperMate, which claims control of 35% of the \$170 million-plus porous-pen market.

Pentel of American (a Japanese-based company) is preparing to retaliate with its own \$3-million back-to-school campaign. Pentel is determined to retain its claimed 75% share of the roller pen market. Pentel feels its lower price of 79¢ for the Ball Pentel will give it the upper hand over Bic.

JAMES MC CARTHY (Manager, National Marketing Services) feels these campaigns will increase consumer awareness and, ultimately, acceptance of the roller pen mode of writing. He also thinks that roller pens will continue to be the fastest growing writing instrument in the next few years. He stressed that these campaigns won't directly affect Parker because the Bic and Pentel are disposable and in the low-price range in which Parker does not now compete.

Two employees have been added to the Corporate Internal Audit Department recently. SHANE DOLOHANTY and DAVID BETLACH are Senior Auditor and Operational Auditor, respectively. Mr. Dolohanty is a 1976 graduate of UW-Whitewater. He worked for Touche Ross & Co., Milwaukee, for the past four years and is a certified public accountant in Wisconsin. Mr. Betlach is a 1978 graduate of the University of Notre Dame, South Bend, Ind., and served as a staff accountant with Price Waterhouse & Co. in Chicago for the past two years.

The Marketing Department also has two new employees. DAVID MAY (Market Research Manager) and ERIC LA PRADE (Marketing Specialist). Mr. May comes to Parker from Burke Marketing Research, Inc., Cincinnati, Ohio, where he was Project Director. A native of Cleveland, Ohio, he has a Masters in Business Administration from Bowling Green University. Mr. LaPrade is a recent graduate of the American Graduate School of International Management, Phoenix, Ariz., with a degree of Master of International Management.

PEOPLE TALK

Three employees celebrate service anniversaries this month. ALVERDA RIESE (EDP Accounting) will mark her 30th year. HENRY PRUST (General Manager-Panoramic) and EVELYN KING (Shipping Department) will reach the 35-year milestone.

VICTOR BUGGS (Relief Operator-Warehouse) will retire on August 26 after 17 years with Parker. He and his wife plan to spend much of their time at their vacation home at Little Green Lake.

PARKER
PEN

SHOPTALKER

for
Parker Pen
Employees

18 August 1980

Issue 1008

BERT DYBLE (Director of Quality and Manufacturing Services) reports that the worldwide Quality Year 1980 program for the Writing Instrument Group has generated hundreds of positive quality improvement suggestions from South Africa to Hong Kong to Janesville. The Newhaven, England, and Janesville operations alone have received nearly 225 employee ideas, according to MALCOLM TROAK, project coordinator at Newhaven, and GENE SMITH, who heads the program in Janesville.

Mr. Dyble notes that the second Quality Year Progress Magazine is scheduled for distribution in September, and that it will include a cross-sampling of some of the now-effective employee suggestions as well as examples of interesting quality year programs across the worldwide group.

The "Salesman of the Year" award, the top award that any account manager at Parker can earn, went to RAY FORSYTHE, JR. at the recent Central Region Sales Meeting. JOHN GEARY (National Sales Manager) made the presentation which recognizes account managers for outstanding representation of Parker in achieving sales goals. Mr. Forsythe has been with Parker for 30 years and resides in Miami with his wife.

Three Parker account managers were presented the Gold Arrow Club citation at the Christmas Sales Meetings last month. This award signifies that the wearer has reached a significant selling milestone. MATTHEW MONDANILE, JR. (Eastern Division) was awarded the \$9-million pin. He has been with Parker in New York City for 21 years. WILLIAM C. LEONARD (Western Division) earned the \$7-million award. He has spent 20 years with Parker and lives in San Antonio, Tex. JOHN F. KANCHE (Eastern Division), a 10-year account manager, reached the \$3-million mark and resides in Dumfries, Va.

HENRY SCHLICHTING was recently elected and installed as a Director to the American Chamber of Commerce in Mexico. Parker Mexicana's General Manager in Mexico City, he was assigned to the Mexican operation a year ago, and shortly thereafter became a member of the AMCHAM International Trade and Vigilance Committees. Prior to that, Mr. Schlichting was the Administrative Manager of the Writing Instrument Group in Janesville.

Two new engineers have joined the Arrow Park Manufacturing Engineering Department under JIM KUKUK (Manager, Manufacturing Engineering). JOHN WILDI is a Process Engineer and comes to Parker from Borg Industries, Delavan, Wis. ALLEN WILLIAMS is a Production Engineer. He was with ITT Cannon, Santa Anna, Calif., as a senior manufacturing engineer before joining the Company.

PEOPLE TALK

MYRTLE TROSTEM marked the start of her 58th year with the Company on August 17, which is astonishing for the 39-year-old person Myrtle claims to be. She is Supervisor of Telephone Wire Communications and Office Equipment. Congratulations, Myrtle!

KENNETH E. GODDING (Ink Maker, Ball Point Department) will work the last day of his 36-years at Parker on August 28.

PARKER

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SHOPTALKER

for
Parker Pen
Employees

25 August 1980

Issue 1009

The Company has offered to sell, for a nominal price of \$1, the three-story, red-brick Georgian-style building located at Court Street and Parker Drive. Any organization which could put it to "a civic purpose" is eligible, according to George Parker, Chairman of the Board. The reason given for the sale is that the building has an exterior design that does not match the modern lines of the surrounding Corporate Headquarters complex now under construction. Mr. Parker added that the kind and amount of space in the building will not readily convert to the type of work space needed by the Company.

The buyer -- preferably a community-related organization -- must agree to move the building from its present location. That cost has been estimated by the Company to be about \$90,000. The Company may consider paying some of the cost of moving if the building could be put to an appropriate civic use.

The building, constructed in 1930, includes about 7,600 square feet of space. Since the basement level would be left behind in the move, an estimated 5,100 square feet of space could be salvaged and reused. If the Company finds no buyer representing a not-for-profit organization, it will be forced to demolish the building to make room for a mini-park specified in the overall renovation plans.

A number of personnel from Parker's foreign subsidiaries visited Janesville last week. From Parker Pen International, London, were PETER WARD (European Area Marketing Manager), MICHAEL BUTLER (Commercial Manager), ALAN TENNENT (Marketing Administrator/Europe), and ALAN SNELLING (Marketing Manager/Middle East and African Markets). ANTONIO GAGEAN (Managing Director for Vialga, Representacoes, S.A.R.L. Distributor, Lisbon, Portugal) was in the Export Office on August 19. Yet to visit is ROBERT H. BARNESLEY (Finance Manager-Europe/Africa/Middle East Area), who will be here September 6 through the 16th.

ROBERT H. KARSTEN has joined the Management Information Systems area as a Systems Analyst, reporting to NORMAN AULABAUGH (Director of Management Informations Systems). Mr. Karsten was with Chrysler Marine, Hartford, Wis., for 15 years with systems and data control managerial responsibilities.

PEGGY UNRUH, a native of Enid, Okla., joined Parker as Account Manager in the Western Region, covering Oklahoma, Arkansas and the Texas panhandle. Ms. Unruh graduated from the University of Oklahoma with a major in interior design.

JESSICA L. BULGRIN has joined the Latin American Group in Janesville as Sales Administrator. She has earned two degrees from UW-Madison -- bachelor of arts in Spanish and bachelor of business administration in international management.

PEOPLE TALK

ELAINE GRENZOW (Personnel and Industrial Relations) successfully passed her Certified Professional Secretary examination which she took in May. The two-day test consists of a variety of business-related questions. Her official certification will come after she completes two full years as a secretary. This currently brings the count to nine CPSS at Parker.

PARKER
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for
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Employees

8 September 1980

Issue 1010

The Plumbers and Steamfitters Union Local 214 ended their three-month strike on August 29 when the union members voted by a 3-1 margin to accept terms worked out in a new two-year contract. As a result of the ratification vote, the workers returned to major construction projects, including Parker's corporate headquarters renovation, on September 2. The union, which represents about 200 workers in Rock, Jefferson and Green counties, was on strike since June 1.

By coincidence, in April 1920, when Parker was constructing its "new building," PROXY recorded a strike by the plumbers in Janesville. They secured a tie-up of the construction schedule for over two months, because the contractors had sublet the contract for heating and plumbing to a non-union firm.

Parker Pen is rated as No. 14 (up from 23) in the Growth Leaders of companies with over \$500 million in sales, according to the annual ranking of FINANCIAL WORLD magazine as published in its August issue. This rating is out of a total list of 297 companies. It shows an earnings growth rate of 29.8% over a period of ten years. A.T. Cross is listed in the group under \$100 million with a ten-year growth rate of 24.3%. Exxon, the nation's leading firm by way of sales volume, was ranked 168th with a growth rate figure of 13.0%.

Parker's recent four-in-a-series, full-color ad series appeared in 22 U.S. magazines during the six-week period between the first week in May and mid-June. Included in the ads was a line that read, "At fine stores or write The Parker Pen Company, Dept. - Janesville, WI 53545." The ad's visibility and interest-evoking power was proven by the letters that came in from all over the country. Marketing Communications Manager, MATT GREEN noted, "Most request literature or the name of the nearest Parker dealer, but some are sending checks." Although Mr. Green stressed that Parker isn't in the mail order pen business, it still accommodates these requests.

In October, these same Parker ads will begin appearing in the same schedule of magazines, but with much greater frequency. They will continue to pre-sell Parker customers right up to Christmas, reports Mr. Green.

Visiting Parker this week are two managers of foreign subsidiaries. JUAN CARLOS GENTILE (General Manager of Parker-Argentina) and EHRIQUE PEREYRA (Financial Manager of Parker-Argentina) will both be here September 6 through 11. BERNARD BUOY (Technical Coordinator-Europe), whose home office is at Parker France, Paris, visited Janesville September 2 through 5.

RICHARD BURNSIDE, RICHARD DILL and WAYNE LUBKE have joined the Management Information Systems Department as Associate Programmers, reporting to DAVID PETERSON (Supervisor of Programming). Each is a 1980 graduate of UW-Whitewater with a bachelor of business administration degree.

MARY FULLER has joined the Corporate Finance Department as a Treasury/Financial Analyst. A 1980 magna cum laude graduate of UW-Whitewater in June, Mrs. Fuller served as a Parker Corporate Accounting Department student intern last summer. She reports to CHARLES SMITH (Corporate Cashier)..

PARKER
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15 September 1980

Issue 1011

P. DONALD CARSON (Director of Taxes) will speak to members of the Scanlon Screening Committee on "Capitol Cost Recovery" at the Arrow Park Conference Room September 18 at 8:30 a.m. The Company approved in July a Position Summary and action plan to support legislation that will allow business to recover and reinvest the original cost of assets such as buildings, machinery and transportation vehicles more quickly. This is one step that will allow America to be more competitive and productive by updating and improving its industrial equipment.

Progress at Court Street keeps rolling with the first floor scheduled to move to fourth and second floor locations on October 6, according to CHARLES ZINSMASTER (Vice President-Corporate Facilities). He also reported that furnishings and air conditioning checks will begin on September 15. Office furniture will be moved to the fourth floor on September 29.

Energy Awareness Week began Monday and its objective is to stimulate concerned citizens, businesses, industries and government agencies to actively conserve energy during the week. A 26-minute film is being made available by the Janesville Energy Awareness Week Committee in cooperation with Parker Pen Co. and may be reserved for use through the Janesville Public Library. The film, "The Dynamics of Energy Efficiency," was produced by the Alliance to Save Energy and 20th Century Fox. A free four-day energy exposition is scheduled for the Janesville Mall beginning September 18 with exhibits and demonstrations on energy conservation.

Parker is presently surveying a randomly selected cross-section of some 750 teachers around the U.S. on the state of the art of penmanship education. The nine-question survey is part of a follow-up to the survey done in conjunction with the National Secretaries Association on the quality of executive handwriting according to their secretaries. More than half of the respondents thought their boss's handwriting was impossible or difficult to read. All but one felt that the handwriting education in our schools needed more emphasis. This second in the series of questionnaires is designed to examine the status of handwriting education.

The seven members of the Parker Pen Energy Council were recently a guest of the Wisconsin Power and Light Company at their System Operations Control System headquarters near Stoughton, Wis. WP&L has become a leader in making the most efficient use of their product--generating and distributing power.

WILLIAM JUDD (President of Parker Pen Canada, Ltd.) has announced that two new employees have joined his team. MICHAEL J. LAFORTUNE will serve as Account Manager in Southwestern Ontario. He is a graduate of the University of New Orleans and has five years' experience in retail sales and management. JOAN BANNATYNE is an Export Order Administrator. A native of Scotland, she emigrated to Canada in 1976 and was employed with Crown Life Insurance Co. before joining Parker-Canada.

PEOPLE TALK

MARY SLEIN (Manufacturing-Plant Facilities) will be with Parker for 40 years this Tuesday.

CLEMENT J. TREAT (Set-up Man, Gold Nib) worked his last day on September 12 and will begin his retirement on September 30. He has been with Parker for 38 years.

PARKER
PEN

SHOPTALKER

for
Parker Pen
Employees

22 September 1980

Issue 1012

Parker is offering a new on-counter display for Christmas to stationery stores, gift shops and drug stores. The display features pre-priced, gift-boxed Jotter and Floating Ball pen and pencil sets retailing from \$4 to \$10. They are available in two assortments, one of 72 units and one of 54 units, and are designed in beige and brown tones that complement standard gift packaging so that the displays can be used after Christmas as well.

P. DONALD CARSON (Director of Taxes) spoke to members of the Scanlon Screening Committee about "Capital Cost Recovery" on September 18 at Arrow Park. He reported that the Company is supporting legislation that would allow business to base its depreciation tax deductions on more realistic values of assets like machinery, buildings and transportation. A quicker tax return of money invested would accelerate reinvestment in newer, more efficient machinery, increasing productivity in the process.

The Board of Directors on September 17 declared a regular quarterly dividend of eleven cents (\$.11) per share payable October 13 to stockholders of record at the close of business September 29.

The Writing Instrument Manufacturers Association, Inc., (WIMA), has announced its committee list for the Fiscal Year of July 1, 1980, until June 30, 1981. A number of Parker employees will continue committee membership: EUGENE SEIBERT (Vice President, Corporate Personnel) Chairman of the Employee Relations Committee; AL DIOTTE (Executive Vice President-Administration) on the Government Relations Committee; FORREST BECK (Manager of Quality Assurance and Safety) Chairman of the Product Safety Committee, as well as a member of the Test Methods Committee; EUGENE ROHLMAN (Manager, Public Relations) the Public Relations Committee; and JOHN SMITH (Domestic Traffic Manager-Manufacturing and Product Development) the Transportation Committee. Recently elected Chairman of the International Trade Committee is CHRISTINO MARQUEZ (Marketing Operations Analyst in North American Finance). Mr. Marquez sets up programs that work toward encouraging and supporting writing instrument exports.

The Panoramic Packaging Division recently hired JOHN S. ADAMSKI as a Packaging Engineer, who will be reporting to LOWELL ELVER (Manufacturing Manager). Mr. Adamski started September 8 and was a Research Packaging Scientist with Oscar Mayer Co. in Madison before joining Parker.

PEOPLE TALK

Laurels should be deigned on Parker Women's Softball team for a successful first-year record of 8-4 in the International league of the city's softball program. Organized by PATTY PASCHKE (Tax Department) and DEANNA MC GULLICK (Credit and Collections), the 15-member team was coached by TOM BACKE (Supervisor, Credit and Collections-North American Area Finance).

The Parker Men's Monday Night League wrapped up its season on Monday, August 25. The 14 teams participating in the league were sponsored by Parker's Athletic Association. The Eagles team took first place with a total of 193 points. The four team members are all from the Toolroom: OLE HELGESTAD, JACK MAIR, DICK MEAD and TED KETTLE. The teams played at the Riverside Golf Course every Monday night this season.

PARKER
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29 September 1980

Issue 1014

Following commitment to consolidate technical capabilities under one roof at Arrow Park, management of the North American Area has announced that 11 employees of the Technical Center at the Court Street complex will join the newly expanded Product Development Department on the second floor of the Arrow Park cafeteria building early next year. The Research Department of the Writing Instrument Group was made part of the Product Development function in August.

"Responding to intense international competition and a slumping world economy, we are stepping up efforts to develop and market innovative, functional and contemporary products more quickly than in the past," reports DONALD LUKE (Vice President/North American Area). "For that primary reason, we integrated these Technical Center specialists into Product Development under Jim Hull. The move will unify our total technical capability and help us meet new product development goals. It should provide for expanded business at Arrow Park for the U.S. and export markets over the long term."

As a result of this shift in emphasis, the Technical Center function has been phased out.

GEORGE PARKER was invited and has accepted a directorship of the National Association of Manufacturers the week of Sept. 15. He has thus become the fourth Parker executive over the past half century to participate on the NAM board. He joins Founder GEORGE S. PARKER, former Chairman and President BRUCE JEFFRIS, former Chairman and President DANIEL PARKER, who were also on the NAM panel. NAM is a Washington-based organization that works with Congress in promoting American business and vitalization of industry.

This Friday is "American Enterprise Day" by proclamation of President Carter. The purpose of this designation is to focus national attention on what America's free-market economy has achieved and the current challenges confronting business and industry. It is also hoped that new ideas and directions to increase the nation's productivity and competition in the world's market will generate from the program.

PEOPLE TALK

The Parker Women's Golf League held their Annual Awards Day on Sept. 13 at the Coachmen's Inn in Stoughton. Trophies were presented to each member of the first-place winning team, "Ace-in-the-Holes." CATHY ECKERMAN, Captain (Final Assembly), MARY JOHNSON (Service), BETTY MILLER (Systemark) and BARBARA RICHTER (Personnel) were the winners. HELEN WELLNITZ (Executive) was presented a trophy for the "Most Improved Golfer of the Year." The Women's Golf League had 30 members this year and played every Wednesday at Riverside Park.

A number of Parker employees will recognize their employment anniversaries during October. LEONA SCHMIDT (Corporate Finance) will have worked for Parker for 30 years on Oct. 16, while JOAN BORCHERT (Final Assembly) and GLADYS ALGRIM (Final Assembly) will mark their 30th years on October 10.

CHARLES NEKOLA was hired as a Quality Engineer in Quality Control on Sept. 22. He was formerly a quality control manager at Regdon Corp. in Brookfield, Ill. He will be reporting to RICHARD WEISGERBER (Manager, Quality Engineering).

PARKER

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for
Parker Pen
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6 October 1980

Issue 1018

Parker's consolidated net earnings for the first half of its current fiscal year ending August 31 were down 1 percent from the same period last year on sales that were 10 percent higher for the half, according to an announcement made on October 1. Consolidated net sales for the first half increased from \$315,280,000 last year to \$357,580,000 this year. Consolidated net earnings for the half decreased to \$16,978,000, \$1.00 per share, from the \$17,192,000 or \$1.02 per share, a year ago. For the quarter, consolidated net sales were up 7 percent from \$171,003,000 last year to \$182,361,000 this year. Quarterly earnings were down 19 percent, from \$10,438,000 to \$8,486,000.

GEORGE PARKER, Board Chairman, and E. WILLIAM SWANSON, President and Chief Executive Officer, said that the performance of Manpower, Inc., was "most gratifying," particularly in view of the recession in the United Kingdom and the United States. Exceeding any of the previous quarters, Manpower sales were up 13 percent, while net earnings after taxes were essentially even for the quarter. The earnings decline took place in the Company's Writing Instrument Group, according to the officers. However, as indicated at the annual stockholders meeting, Parker officials still anticipate sales and earnings gains for the year.

Employees of the Janesville Writing Instrument operations and corporate administration will be solicited for pledges and contributions during the 1980 United Way drive for Rock County at more than 40 meetings that will be conducted by co-workers throughout the plant and offices during the week. This year's goal for Parker employees is \$38,000, up from last year's goal of \$26,152. The money raised will be used to support 19 human-services agencies that operate in Rock County and associated with the United Way.

At the meetings, employees will see the national United Way Film, "Up Close and Personal," starring Pat Summerall and a number of National Football League stars. Special issues of SHOPTALKER this week will report progress toward the solicitation goal.

Worldwide Area Managers of the Writing Instrument Group were in Janesville Monday and Tuesday of this week reporting on activities in their respective areas of the globe to Group President WILLI SIEBERGER. Among participants in the meetings were: DONALD LUKE (Vice President-North American Area), ROGER AXTELL (Vice President-Latin American Area) PETER KIBBLE (Vice President-Asia/Pacific) with operations in Hong Kong) and PETER WARD (newly appointed Managing Director of Parker Pen International, Ltd., marketing services group for distributors in Europe, Africa and the Middle East).

BRUCE LAUTENSCHLAGER has been promoted to the position of Communications Coordinator of the North American Area Controller's office, reporting to DAVID REINERT. His immediate assignment will be to implement word processing study recommendations for the group. Mr. Lautenschlager holds a master of science degree in accounting from UW/Milwaukee and a bachelor of science degree in industrial management from M.I.T. He joined Parker in June 1979 following three years with New England Telephone.

PEOPLE TALK

Employment anniversaries for October include HELEN KERSTEN (Sampling Inspector), 30 years, and ELIZABETH DOBSON (U.S. Export) and CATHERINE FLYNN (Domestic Order Processing) who will be celebrating 40 years with the Company.

PARKER
PEN

SHOPTALKER

13 October 1980

for
Parker Pen
Employees

Issue 1021

As of noon last Friday, a total of \$27,622.54 had been contributed by Parker employees to United Way of North Rock County. This is 73% of the goal to which 471 people have donated. The average pledge per employee to date has been \$58.65. Later this week, a special issue of "Shoptalker" will announce the final collection figures.

Projected finishing dates for Parker's Corporate headquarters are now established by J. P. Cullen Construction. The ground floor lobby and first floor will be finished by mid-January, the second floor is to be completed by mid-April of 1981, and the third floor and service levels will be done by the last week of July 1981. The completion dates for the upper and lower levels of building two, which will house research, will be established once the drawings for the building are received.

An interview of President and CEO E. WILLIAM SWANSON by Robert Levy, Executive Editor at Dun's Review, will appear in an article in the Spotlight Column of the October issue. The two-page interview will include information about Parker's history, present success and projections for future growth from Mr. Swanson's point of view.

Parker, Panoramic Packaging and Sintered Specialties employees are active in supporting community activities, according to a July/August Survey conducted by Vice President of Administration AL DIOTTE. There were 344 replies to the questionnaire concerning the employees' contributions to activities such as: health and welfare, education, culture and art, civic and other related organizations. The total number of 18,784 hours were contributed by the respondents. The number of hours and the number of organizations serviced under each category were: Health and Welfare, 5,889 hours and 48 organizations; Education, 1,838 hours and 40 groups; Civic, 1,494 and 25; Culture and Art, 1,160 and 21, with other activities involving 8,403 and 24.

The second issue of Parker Quality Progress magazine was sent to employees last week, according to BERT DYBLE (Director of Corporate Quality Assurance and Service), who is heading up the Quality Year 1980 program worldwide. This issue focuses on a number of successful Quality Year programs at Parker operations on six continents, many of which were launched through employee suggestions.

STANLEY A. DOVEY has been promoted to the position of Managing Director of Parker Pen Company Limited, Newhaven, England. He has been with Parker/England since 1952 and has progressed through a series of positions, most recently as General Manager. Mr. Dovey lives in Seaford with his wife and three children. He will report to WILLI SIEBERGER (President, Writing Instrument Group) until an Area Manager for Europe, Africa and the Middle East is named.

The Parker Athletic Association is having its Annual Motor Cup presentation dinner November 1 at the Black Bridge Bowl. The PAA has organized and sponsored many sports activities for Parker Pen employees throughout the year. This year over 250 members participated in one or more of the following sports: golf, tennis, bowling, slowpitch, volleyball, basketball and trap shooting..

PARKER
PEN

SHOPTALKER

for
Parker Pen
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20 October 1980

Issue 1023

After 16 days of solicitations for the United Way of North Rock County at Parker Pen, employees have pledged \$36,650, or nearly 96% of the overall goal of \$38,000. The final figures for the campaign will be posted early next week in a wrap-up.

An article entitled, "The Pen is Still Mighty at Parker-But," appeared in the Spotlight feature section of the October issue of Dun's Review. E. WILLIAM SWANSON (CEO and President) was interviewed by the senior editor Robert Levy on a number of issues related to Parker and its recent growth. The article states, "The Company has not only been enjoying the greatest growth in its history, but has diversified into a totally new field with the acquisition of Manpower, Inc...." It describes Manpower as "the unchallenged titan of the international temp field."

Dun's also quotes Mr. Swanson as saying that the pickup in the third quarter will give Parker another "up year." Mr. Swanson believes that Parker will continue to grow and "ten years from now, we'll still be world leaders and a much bigger company," according to the story.

Parker's international stronghold and its recent move to capture market share against competition is also noted. The strategy is to stress Parker's quality, innovation, and new improved writing instruments. "We can't lag behind in technology," Mr. Swanson said. Also part of the plan is Parker's broadening of manager's responsibilities in the field while also closely monitoring the global operations from Janesville. The CEO sees growth in developing countries, and, as for future acquisitions, "the challenge is to find another Manpower." Personnel interested in a copy of the article may request one by phoning or writing the editor of Shoptalker, Lauren Schuller, extension 7104.

A July/August survey of Parker/Panoramic/Sintered employees concerning their community activities also sought information about their post high school education and monetary support provided to public and private educational institutions during 1979. Fifty-seven percent of the respondents indicated they enrolled in post high school curricula.

Respondents attended more than 80 different schools from the west to east coasts and beyond with a concentration in the midwest area. The degrees earned ranged from Certificates of Completion, to Associate and Baccalaureate degrees in arts and sciences to Doctoral degrees in law and philosophy.

Monetary contributions to public and private educational institutions reported by 118 individuals (34% of respondents) amounted to \$99,217 during 1979. Public and private grade and high schools received \$12,542. Technical and other non-college schools received \$955, while college/universities accepted contributions totaling \$85,720.

Conclusion to the survey results was: "Parker people do a hell of a lot to make this a good community."

ROGER C. DIDERICH (Production Scheduler-Manufacturing and Product Development) has been certified as a specialist in production inventory management by the American Production and Inventory Control Society. APIC is an international society of production and inventory control professionals serving industry on the management level.

PARKER
PEN

SHOPTALKER

27 October 1980

for
Parker Pen
Employees

Issue 1024

Closing the episode of the recent telephoned threat to the Company's Janesville office and plant facilities two weeks ago, Company officials report that a juvenile offender has been apprehended and has been placed under the jurisdiction of local authorities. Commendations are due local police and fire departments for their quick and expert response to the incident.

The August issue of Singapore Business Monthly featured an article about writing instruments called "A Case in Point" which contains extensive coverage of Parker Pen in that market. The magazine quotes DANNY LUM, the General Manager of Parker Pen Singapore Pte. Ltd., a wholly-owned subsidiary of Parker under PETER KIBBLE, Area Manager for Asia/Pacific: "Parker was introduced into Singapore in the 1930's. It was the leading brand then and is still the leading brand now. Everybody knows Parker and the fact that it has demonstrated such an enormous staying power must surely say something for the product." The article also stated that "Parker is very sensitive to consumer requirements and is certainly conscious of product development."

ROGER AXTELL (Vice President-Latin American Area, Writing Instrument Group) spoke to about 60 women of the Tempo Club of Milwaukee, a professional managerial women's club on October 16. His speech regarded the issue of balance of payments, on which he had written an opinion article that appeared in the Milwaukee Journal last May.

JAMES SNYDER was recently hired as an assistant project engineer to work on vacuum technology projects as part of the quality control department in the Manufacturing and Product Development division.

Mr. Snyder was previously employed with Boeing Military Airplane Company in Wichita, Kansas, as an electrical/electronics components engineer. He graduated magna cum laude with a bachelor of science degree in math and physics from the Indiana University of Pennsylvania and received his masters in physics with a computer science emphasis from the University of Missouri, Rolla. He will report to JIM KUKUK, Manager of Manufacturing Engineering.

The Parker Pen Company is an equal opportunity employer. This means that Parker will not discriminate against any employee or applicant for employment because of race, color, religion, sex, national origin, age, or disability. This policy is applicable to all aspects of the employment relationship, including recruiting, hiring, training, promotion and other personnel action.

PEOPLE TALK

JUDY COLGROVE, secretary to JIM HULL (Vice President, Manufacturing and Development), was elected Recording Secretary of the Janesville Charter Chapter of the American Business Women's Association for the coming year. The Chapter is dedicated to the stimulation and development of women in business. Any women interested in joining this group should contact any member they know, or Anne Naeser who is the membership chairperson.

PARKER
PEN

SHOPTALKER

for
Parker Pen
Employees

3 November 1980

Issue 1025

The Parker Pen in-house United Way Drive for North Rock County is now complete and the final figures have been tabulated. The employees' total goal set for 1980 was \$38,000 and the amount pledged by October 30 was \$38,758. This is \$3,172 more than last year's contribution. This year's corporate gift was \$39,420. This sets the total Parker gift to the community at \$78,178. The total fair share contributors were 77. This year's Parker Chairman, DAVID REINERT (Controller North American Area of the Writing Instrument Group), said of the drive, "This effort will go a long way to help make North Rock County a better place to live and work for all of us and our neighbors."

Parker employees had the opportunity to view a special pilot program produced by PBS station WTTW, Channel 11, in Chicago titled "What This Country Needs" last week. The fact of declining productivity levels in the U.S. and the various responses to it was the major issue covered. The first of the potential series, with additional segment series on various aspects of productivity, focused on the human factor of productivity. Burger King was the first example presented. The second case study focused on Parker Pen successfully incorporating the Scanlon Plan. Those with speaking parts were JIM HULL (VP of Manufacturing and Product Development, North American Area), BRUCE KERR (Director of Personnel), MILDRED SMITH (President of URW Local 663), ELMER GLYNN (General Foreman Second Floor Metals), JERRY FISHER (Plating), and DON CRANDALL (Toolroom). FRED LESIEUR, Scanlon Plan Consultant, was one of four panel members invited to examine productivity in the last (10 minutes) part of the program. The filming occurred during August and September of this year. However, no schedule for broadcasting has been determined as of yet.

Members of the University of Wisconsin-Madison Graduate Business Association invited P. DONALD CARSON (Director of Taxes) to address the group's meeting last Thursday on the topic of American productivity and capital cost recovery legislation now before both houses of Congress. In addition to providing an outline on the material and fielding questions from graduate students and faculty, Mr. Carson also presented a 20-minute video tape on productivity produced by Mead Corporation. The faculty host for Mr. Carson was Professor William C. Stevenson at the Graduate School of Commerce.

The 19th National Scanlon Plan Conference took place October 30-31 at the Massachusetts Institute of Technology, with a number of Parker employees attending and participating. In the program JIM HULL was a moderator for the segment on productivity and the new role of management union and the Scanlon Plan. MILDRED SMITH was a panelist on that panel, and BRUCE KERR chaired a workshop for the personnel group. Also active in the conference were: DIANE LOWE (National Marketing), BONNIE NIGHTENGALE (Accounting Coordinator Analyst, North American Finances), DAVE REINERT (Controller, North American Area), BILL KLATT (Chairman of Bargaining Board, URW Local 663), JO REILLY (IAM Local 1266), STEWART YANKTON (Bargaining Committee member for IAM Local 1266), PEGGY HELWIG (General Foreman Final Assembly and Shipping), and BOB REYNOLDS (Scheduling Supervisor).

PARKER

PEN

SHOPTALKER

for
Parker Pen
Employees

10 November 1980

Issue 1027

Parker Pen is now exploring the potential distribution and use of a four-part film called "Alphabet: The Story of Writing" in the U. S. The film and corresponding elements of the total project were initiated and developed by Parker Pen International in London, England, for distributor markets in Europe, Africa and the Middle East. The major elements of the project are: a four-part television documentary film, each part being a half-hour in length; a 25 minute shortened version of the film, a 176 page hard bound book which is illustrated, and a full color wall chart/poster and student brochure. Together this project forms the definitive work on the history of writing and writing instruments from man's early attempt at written communications to today's high-technological pen manufacturing. It is narrated by well-known British actress Susannah York.

Donald Jackson, world-renown British calligrapher, illuminator, and Queen's scribe, not only demonstrates many of the techniques of his art in the film, but is also the author of the book and accompanying booklet. The film and book on the history of writing are being well received in distributor and subsidiary markets throughout the world.

DON LUKE (Vice President, North American Area, Writing Instrument Group) is conducting an all-area meeting scheduled for the week of November 17. The U. S. National Division will meet on November 14 and includes JIM HULL (Vice President of Manufacturing and Product Development), BRUCE KERR (Director of Personnel and Industrial Relations), DAVE REINERT (Controller, North American Area) and BAYARD RENNINGER (Vice President of Marketing, U. S. Division). The meeting's purpose is to review marketing and manufacturing plans and forecasts for the Fiscal Year of 1982 which will begin March 1, 1981.

In town for meetings the week of November 17 will be the top management of Parker Mexicana, S. A. with HENRY SCHLICHTING (General Manager), ENRIQUE GARCIA-ALONSO (Comptroller), MARCO A. SEPULVEDA (Marketing Manager).

On November 19 Parker Pen Canada Limited will join in with WILLIAM JUDD (President), T. DAVID LINDSAY (Director of Sales and Marketing), REX PAYNE (Manufacturing Manager) and RICK MAXWELL (Controller). Then on November 21 Parker Garrick will congregate with SAM JAFFA (President), PHIL RITZ (Executive Vice President) and MARK RHODES (Controller). All of the above meetings will be held in Room 415 of the Helgesen Building.

There have been two promotions within the Personnel Division. RICK EDWARDS (Personnel Supervisor) will assume the position of Manager of Industrial Relations on November 21. He is succeeding HARRIETTE WECKERLY who will retire on November 21 after 27 years of service. Rick will report to BRUCE KERR (Director of Personnel and Industrial Relations). Also promoted is CAROLYN WUEBBEN (Employment Representative) who will become Personnel Administrator at Court Street on November 25. She replaces MARION HILL who is taking early retirement after 40 years at Parker. Carolyn will continue to report to JOHN ROBERTS (Manager of Personnel Development).

PARKER
PEN

SHOPTALKER

for
Parker Pen
Employees

Issue 1028
November 17, 1980

Company Announces Corporate Restructuring

George Parker, Chairman, and President and CEO E. William Swanson today announced a corporate restructuring to provide increased focus on the strategic growth of the corporation and its key operating units.

Joining Parker will be James A. Leidich, 38, as Executive Vice President, a new post. Alfred P. Diotte will continue as Executive Vice President – Administration.

The only other individuals reporting to Mr. Swanson will be the heads of Parker's major operating groups – Willi Sieberger, President of the Writing Instrument Group, and Mitchell Fromstein, President of Manpower.

Mr. Swanson said that the new structure would enable him to "spend an increased amount of time on the future direction of Parker. At the same time, this tighter corporate organizational structure will provide more effective coordination and support of Parker's operating groups."

Mr. Parker and Mr. Swanson said that Mr. Leidich will direct the corporate financial, tax and acquisition-development areas. Mr. Diotte will handle the corporate legal, administrative and internal audit functions.

Mr. Leidich joins Parker from Leisure Dynamics, Inc., of Minneapolis where he served as executive vice president, development and international. He is also the founder and chairman of Children's World, Inc., which operates 95 pre-school centers throughout the U.S.

In a related announcement, Mr. Swanson reported that three Parker officers are assuming new roles with the Company. Vice Presidents Richard W. Holznecht (Corporate Relations), Clarence H. Schaefer (Finance and Treasurer) and Eugene H. Seibert (Personnel) will move to special consulting positions with the Company.



James A. Leidich

PARKER
PEN

SHOPTALKER

18 November 1980

for
Parker Pen
Employees

Issue 1029

With Christmas rapidly approaching, Parker Writing Instrument sales forecast and report has been cited by JOHN GEARY (Director of Sales). Selling well are the precious metal pens that have been reduced in price until December 1. Among these popular items are the Classic Ambassador in heavy silverplate and the Classic Imperial in gold electroplate. In addition to the precious metals pens, the Flighter Jotter in stainless steel is selling extremely well. Geary noted the Christmas displays are moving out reasonably well. Geary noted, "The Parker 15 Fountain Pen and the Parker 45II Fountain Pen are also moving from the retailers into the hands of the consumers at a rapid clip," he added. Moreover, "these sales are all in the face of severe adverse economic conditions such as inflation, recession, consumer resistance and stiff competition," says Mr. Geary.

A television film crew from Milwaukee will be in to visit Parker this Thursday. WMVS-TV, Channel 10, a PBS station, wants to include a seven-minute segment covering Parker on its half-hour series called "Business of Wisconsin" which is aired on Wednesday evenings in the Milwaukee area.

The focus will be on Parker as the world's leading writing instrument manufacturer. Officials of the Writing Instrument Group's North American Area and National Marketing team will be interviewed. The crew plans to take footage of manufacturing personnel and operations at Arrow Park in the afternoon. The show, which will include the Parker story, is scheduled to air on December 17 or January 7.

The film on the history of writing produced by Parker Pen International, London, was awarded a second-place silver medal in worldwide competition of the International Film Festival of New York last week. More than 3,500 entries were judged from nations around the world. Parker took the award in the classification of "Industrial or Educational Productions" under the specific category of "Series Entries--Documentaries." The two-hour, four-part series film has been purchased for TV use in a number of other countries. Plans are now underway for distribution and showings in the U. S.

PEOPLE TALK

J. RICHARD MAXWELL has been promoted to the new position of Director of Finance for Parker-Canada, retaining most of his present duties and responsibilities, as well as assuming many of those held by JACK FERTUCK (Vice-President of Finance) who began early retirement this month for medical reasons. Maxwell joined Parker on June 1 as Controller and has supervised the accounting and data processing activities of the company since his arrival. He was previously employed as a controller for H. G. Ax-ford Manufacturer Limited, a manufacturer of micro-biological media and systems.

WILLIAM R. HULL (Engineering-Pens, Parker-Garrick) will observe his 35th year at Parker on November 26.

PARKER
PEN

SHOP TALKER

24 November 1980

for
Parker Pen
Employees

Issue 1030

The Janesville Foundation, Inc. announced a reorganization last week. The group's Chairman and Chief Executive Officer, GEORGE PARKER, said that the Foundation's assets will now be administered as two separate funds--the Community Fund and the Parker Fund.

AL DIOTTE (Executive Vice President-Administration) and RICHARD W. HOLZNECHT (Corporate Relations Consultant) were named Fund Vice Presidents. PHYLLIS S. SAEVRE (Assistant Secretary) was elected the group's Secretary-Treasurer, with ALAN W. DUNWIDDIE, JR., elected the Foundation's President and Executive Director. Mr. Dunwiddie is Board Chairman of Bank of Wisconsin, Janesville.

Last Thursday 42 women--educators, guidance counselors and students--participated in a program titled, "Women in Science," held at Arrow Park and organized by Parker Community Relations. Twenty-two students, ten science teachers and ten guidance counselors from Janesville and Beloit schools were presented "Views on Women's Role in Science" by ANN JOHNSON (Continuation Engineer, Product Development). The group was also taken on a tour of Arrow Park and participated in discussion groups on the subject of careers in the sciences. The program was designed to offer women students and their teachers additional insight into the opportunities--and obstacles--that exist in the science fields that have been traditionally dominated by men.

In conjunction with American Education Week, advertisements about Parker and its products that were produced by local students appeared in the Janesville Gazette. Of the six ads placed, four were created by children of Parker employees. They were: Greg Harrigan, son of BILL (Director of Corporate Finance), Laurie Herold, daughter of GERALD (Development Engineer, Manufacturing and Product Development), Wendy Kerr, daughter of BRUCE (Director, Personnel and Industrial Relations), and Sue Renninger, daughter of BAYARD (Vice President, U. S. Marketing).

The Company recently tabulated results of its national survey of teachers conducted in September on the subject of the status of handwriting education in the U. S. Of some 725 teachers polled in 27 states, 174 replied for a response rate of 24 percent.

Findings include that at least a dozen different handwriting systems are used in U. S. schools, led by the Zaner-Bloser and Palmer methods. Also, about half of the teachers reported that less than two hours per week were devoted to handwriting education in the lower primary grades where most of the emphasis on good penmanship is placed. The purpose of the survey is to get additional information to better explain why the handwriting of many Americans is unreadable, leading to waste and embarrassment in business.

PEOPLE TALK

DONALD A. GEORGE (Materials Handling--Warehouse), a veteran employee of 39 years, worked his last day at Parker last Wednesday. Best wishes for a happy retirement.

PARKER
PEN

SHOPTALKER

for
Parker Pen
Employees

8 December 1980

Issue 1031

JIM HULL has been named President and General Manager of Parker-Garrick, Inc., Dallas, Parker's etched glassware and premium/ad specialty writing instrument operation. Hull succeeds Sam Jaffa, who will continue as a consultant to Parker's subsidiary.

BERT DYBLE succeeds Hull as Vice President of Manufacturing and Product Development for U. S. operations in Janesville. He was promoted from the post of Director, Quality and Manufacturing Services for the writing instrument group.

Both Hull and Dyble report to DONALD LUKE, Vice President of the North American Area. D. BRUCE KERR has been promoted to the new post of Vice President-Personnel and Industrial Relations for the Writing Instrument Group. He was advanced from Director of Personnel and Industrial Relations for Parker's North American Area.

A number of other members of the manufacturing management team were also promoted. RAY SPAULDING was promoted to Director of Product Development. JIM KUKUK assumed the title of Director, Manufacturing Engineering. ROY WANDA was promoted to Director of Planning and Control. DON DRAHEIM advanced to Director of Production and Shipping. Assuming the position of Director of Quality Assurance/Quality Engineering is RICHARD WEISGERBER.

DAVE REINERT, North American Area Controller, has been named to direct the Manufacturing Controllership. ROY SWANSON, Manufacturing Controller, continues to lead the Arrow Park group.

In the October 13 issue of WALL STREET TRANSCRIPT, Arnold E. Brief of Smith, Barney, Harris, Upham and Co. is quoted as saying that he would see any weakness in the current value of Parker stock as a buying opportunity because of longer term growth prospects, a strong balance sheet and "the possibility of relative multiple improvement."

Brief noted that the perceived cyclicity of the temporary help industry is a major concern of the investment community. But he said that the investment community would react favorably if Manpower should come through the recession with earnings up 10 percent relative to last year. His conclusion is that by 1982, and over the long term, Parker has considerable growth potential because of proper market segmentation and the ability of the company to introduce new lines.

PEOPLE TALK

During December, 35-year Service milestones were reached by JOHN E. SMITH (Purchasing), on December 3, as well as CHARLES J. SMITH (Corporate Financing). Also included in this group are both ANTHONY P. KUTZ (Manufacturing Controllership), and VERNON J. DAVIS (Quality Assurance), who marked their employment anniversaries on December 5.

DONALD A. CHURCH, a 39-year veteran employee, began retirement on November 17. Due to a mix-up in type, last week's Shoptalker misspelled Don's last name. Our apologies, Don.

PARKER
PEN

SHOPTALKER

for
Parker Pen
Employees

15 December 1980

Issue 1032

The pilot documentary that employees had a chance to see last month titled, "What This Country Needs," and featuring Parker's Scanlon program, is scheduled for first-run showing on WTTW-TV, Channel 11, Chicago, on Sunday, January 18, 7 p.m. The station will test viewer response to determine if the series on productivity and other issues in America will be continued and be offered to other Public Broadcasting Service stations across the U.S.

The segment on Parker as part of the "Business of Wisconsin" series on WMVS-TV, Channel 10, Milwaukee, is set for showing in the Milwaukee on January 7, 7 to 7:30 p.m. and January 10, 4:30 to 5 p.m. The WMVS film crew was in Janesville to interview North American Area personnel and shoot footage at Arrow Park on November 20. Reports from the program director are that the 7-minute segment will feature Parker as the world's largest writing instrument marketer based on dollar sales volume.

The Janesville city council on November 24 unanimously approved a proposal by the Chamber of Commerce that the two-block-long section of Division Street from East Court to East Wall Street be renamed "Parker Place."

The reason behind the change, according to Chamber Executive Vice President MARV ROTH, was that the only address entrances along the two-block length are those of the newly renovated Parker Corporate Headquarters and the Parker building that houses Service and Archives that was formerly property of Colvin Bakery.

A textbook titled, "Great American Brands," by David Powers Cleary, has recently been released by Fairchild publications, New York City, and it includes an 8-page chapter on The Parker Pen Co. The hardbound book tells the story of the development and success of 34 different, well-known American brands such as Coca-Cola, Levi's Jeans, Hershey Chocolates, Good Year and Evinrude. Each chapter explains how the respective brands got started, marketing principles followed and how each managed to earn consumer trust and patronage.

The chapter on Parker includes a detailed history up through its current position as the international leader in the industry. A photo of Company-founder George S. Parker and reproductions of 10 Parker historical and international advertisements illustrate the text. A reproduction of the 25B fountain pen Latin American Area ad is included in a brand-identification montage on the book's cover.

PEOPLE TALK

WALTER E. BANCROFT (Purchasing) marked his 35th anniversary at Parker on December 10. Also reaching this milestone is CHARLES E. BALAS (Shipping Department) on the 26th.

PARKER
PEN

SHOPTALKER

22 December 1980

for
Parker Pen
Employees

Issue 1033

The Corporate Headquarters renovation project is on schedule and, in some cases, running ahead, according to project coordinator CHARLES ZINSMASER (Vice President - Corporate Facilities). He says that the lobby level, that will serve as Writing Instrument Group headquarters and the main lobby, is nearing completion. The main entrance at the north end of the lobby should be open to traffic before the year's end, he notes. The employee lounge, with dining area and mechanical dispensers on this level, should be open for employee use shortly thereafter.

The first floor, which will headquarter North American Area personnel, Finance and U. S. Marketing, should be completed by the end of January. Mr. ZINSMASER reports that a few obstacles to furniture delivery have recently surfaced and the move of employees to the lobby and first-floor levels may be extended over a period through February.

Also, work on Building 2 has started, with a target completion date of January 15 for the lower level. This floor will house the Mail Department and future word processing equipment. It will also be used for temporary office space for employees up to June 1981.

HERB HUEBNER (Employee Benefits Manager) has announced that ANNE RUSSO has joined the Personnel Department at Arrow Park as a Personnel Representative. Among her duties will be production of employee benefits literature and employee communications pieces such as Bulletins and THE PEN LINE NEWS. She is a recent graduate of Alverno College, Milwaukee, and has served as an employee benefits production intern at the First Wisconsin National Bank, Milwaukee.

An article on how to design and make your own Christmas cards in the Special Christmas Issue of WOMAN'S DAY features the Parker Floating Ball pen. Titled, "Holiday Hand-mades," the author recommends the liquid-ink Parker among other Christmas card production materials such as an X-acto knife, tracing pad and a blank greeting card. The lead page to the 4-page feature includes an illustration of the pen. Parker's press-relations consultant in New York City, IAN KERR, arranged for use of the Floating Ball when the issue was being planned this past Spring.

A stylized illustration of a Parker fountain pen is being used as the logo type for a state-wide program in Minnesota called COMPAS/Writers-In-The-Schools or WITS. It appears on the posters publicizing creative writing residencies and readings this year, and also appears inside the students' 1979-1980 state-wide anthology, "A Box of Night Mirrors." The WITS program stems from six writers doing week-long residencies in ten schools in Minnesota since 1967.

A handwriting analyst recently studied samples of President-elect Ronald Reagan's handwriting, and said it reveals a confident, open-minded and emotionally controlled man, who is a realist. Patrick Weitzel studied samples of the president-elect's penmanship on notecards Reagan used and said the way his upper case T's loop backward show he tends